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March 26, 1988



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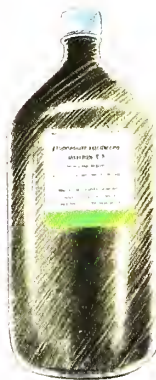


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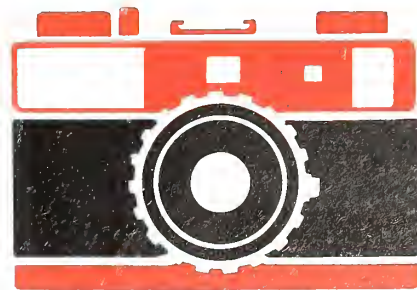
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Advisory role needs legal focus says Rawlings


Generics could save NHS £100m

SK&F lose PI damages case



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COMMENT

Yet again community pharmacists have been scrutinised by a research organisation to discover whether the profession lives up to its advertised role of an easily-accessible provider of good advice on health matters. And yet again the service has stood up remarkably well, considering the undercover methods necessarily employed by skilled researchers. Nevertheless, "teacher", in the guise of *Self Health* magazine, says: "We found room for improvement." Pharmacists would be well advised to note elements of its report, because there are many plus points and guides to further health opportunities (p564).

The medicine purchasing public has come to expect access to a pharmacist on demand. The survey by the Consumer Association-sponsored College of Health shows they are seldom disappointed, except when the pharmacy stays open during the lunch hour with no pharmacist cover. With 40 per cent of medicine sales routinely made by the pharmacist, it makes little sense to convert to a GSL, independent grocer-type emporium for the lunch hour, only to disappoint. If a full pharmaceutical service cannot be provided shutting shop may be the less confusing and frustrating alternative; that, or well trained assistants in

matters pharmaceutical and PR, as in the Society's post-Nuffield recommendations last week.

Indeed the need to train all medicine counter assistants to the highest standard is stressed in the report. Most pharmacists would say this is self-evident, but the experience of the NPA in the take-up of training schemes suggests there is still some way to go. Continuing education must *continue* to be a priority for pharmacists and assistants. The fresh demands arising from the new element of professional latitude in the Society's decisions on supervision, reinforce this need. The survey shows sound advice to be given in most situations by both pharmacist and assistant; but again, the good needs to get better.

And what of the pharmacy environment? The continuing lack of privacy gives cause for concern. Many pharmacists would admit to a space problem and a reluctance to go the whole way towards a consultation room. For most there is a work-a-day, half way house which affords a degree of privacy necessary without losing the immediacy of response possible in the shop environment. The pharmacist newly emerged from the dispensary closet will not wish to be imprisoned in a booth.

'Room for improvement' says *Self Health* survey

Most pharmacists in a survey carried out by *Self Health* magazine were easily accessible, well informed and had time to advise on a wide range of health care topics.

But there was room for improvement, the College of Health's journal concluded. Some pharmacists were not questioning patients closely enough about their symptoms, more should have advised patients to see a doctor and more needed to discourage patients from buying unnecessary and expensive medications.

Last Summer, the magazine, which is published by the Consumers' Association, made 376 anonymous visits to over 200 pharmacies in Bradford, Bristol and London, asking set questions on hay fever, period pains, sore throat and cough, indigestion, piles and vitamins for a trip to India. The pharmacist's advice was judged by a panel of six pharmacists and two GPs.

'Overall still falling well short of their own professional standards'

On over four visits out of 10 the researchers were served by the pharmacist and on most visits where they asked an assistant if they could see the pharmacist there was no problem — the pharmacist came immediately. In 5 per cent of cases there was a delay from a few minutes to over an hour.

On over a quarter of the visits the researchers were asked no questions about symptoms, other medicines or previous medical diagnoses. Assistants were less likely to ask questions than pharmacists — in 44 per cent of cases the assistants asked none, compared with 23 per cent when the pharmacist was involved.

Self Health's findings show some improvement since the *Which?* study in 1985, "but overall pharmacists are still falling well short of their own professional standards, and a sizeable number continue to accept customers' diagnoses without question."

Assistants should be trained to ask enough questions to be able to decide when the pharmacist should be consulted, the magazine suggested.



Self Health also criticised the lack of privacy in pharmacies. The researchers who asked for advice about piles — on 77 visits — specifically wanted somewhere to talk privately. This was possible for under one third of visits, but usually the researchers were just taken to another part of the shop and whether or not they were overheard depended on who else was around. For other symptoms, the researchers noted that their conversation could be overheard in nine cases out of ten. *Self Health* believed too little progress had been made in the six years since the Pharmaceutical Society began promoting the idea of private consultation areas.

Over half the pharmacists (57 per cent) failed to suggest that a "sufferer" with a potentially serious sore throat and cough should see a doctor, 29 per cent suggested seeing one and only 13 per cent said a doctor must be seen. These results are similar to the *Which?* findings in 1985.

The expert panel judged most remedies the pharmacists recommended as "reasonably appropriate." But 86 per cent of pharmacists suggested vitamins should be taken on a month's trip to India whereas the panel felt supplements were unnecessary and that advice on diet, inoculations and sensible precautions should have been given instead — which happened in 45 per cent of cases.

When asked about hay fever many pharmacies suggested remedies which carried warnings about drowsiness and a third failed to mention side effects until asked

about them. One researcher posing as a piles sufferer was laughed at by the pharmacist when seeking advice.

Self Health recommends readers always ask if a cheaper medicine is available and what the differences are between products. On 43 per cent of visits a cheaper medicine was available and this was only mentioned when alternatives were asked about.

On 42 per cent of visits, the researchers judged the pharmacist's thoroughness as good or very good but on 18 per cent of occasions pharmacists were abrupt, impatient, easily distracted or not listening. On only 20 per cent of visits were assistants rated highly for thoroughness; on 31 per cent of occasions they were rated poor, usually because they asked too few questions.

On 41 per cent of visits pharmacists were rated good or very good for the sympathy they showed, compared with 29 per cent for assistants. Few were rated as unsympathetic.

The Society said this week it was "pleased but not complacent" about the survey's results. The secretary and registrar complimented *Self Health* on their research and described the report as "responsible".

Mr Ferguson was particularly pleased about the products supplied in response to symptoms. "This is always a matter for professional judgment," he said, "but we are pleased that the survey thought 94 per cent of pharmacists got it

right. 70 per cent recommended the product for hay fever which has least side effects. Most of those who recommended an alternative did so because it was cheaper." It was reassuring that two-thirds of pharmacists advised about possible side effects without being asked, he added.

Pharmacists were interviewed on the radio about the report. Bruce Rhodes, the Society's assistant secretary, was on BBC Radio 4's "Today" programme, Tim Astill, NPA director, was on Radio Leeds, John Pickett on Radio Sussex and Mike Burden on Radio Leicester.

■ The same issue of *Self Health* publishes a list of new medicines, marked by a black triangle in medical publications, for which doctors are asked to report any adverse or unexpected event. Patients are advised they can contribute by telling their doctors about anything that may be related to a medicine.

Charges up, hidden savings

The rise in prescription charges has led to a large drop in prescriptions for people who have to pay for them which has in turn produced a huge saving for the National Health Service.

From 1979 to 1985 there was a drop of 57 per cent per head in the number of prescriptions to paying patients. For the same period prescriptions for exempt patients increased by 48 per cent. In 1985 higher prescription charges brought in an extra £90m but £290m was saved because fewer prescriptions were written for free paying patients.

The evidence for these claims comes in an as yet unpublished report compiled by health economist Dr Stephen Birch at Sheffield University and his colleague Mandy Ryan at Aberdeen University. Some of their findings were reported by *New Society* magazine last week.

Dr Birch told *New Society*: "A lot of people seem to be going without adequate health care."

The Government may argue that prescription charges deter frivolous use of medicines but Dr Birch said patients cannot know which medicines are frivolous and which are not.

"It's frivolous prescribing, not frivolous use, that needs to be curbed," he said. Setting GPs a budget for drugs, would be a far more effective control on costs without deterring non-frivolous demand, he added.

Generics could save NHS up to £100m, say Thomas Kerfoot

Generic manufacturers Thomas Kerfoot say that up to £100m can be saved annually by the NHS by increasing the extent of prescribing and dispensing generic medicines.

In a survey rounding up information from a number of sources for the Social Services Select Committee inquiry into NHS resources, the company says that further considerable sums can be saved by the speedier assigning of medicines to the Drug Tariff and by creating generic names and specifications for standard combination products.

Kerfoot estimate generic usage at £150m, or 8.3 per cent out of a total NHS drug bill of £1,800m (manufacturers prices). The company says that further estimates suggest that in 1986 in England and Wales, 36 per cent of prescriptions were written generically and 25 per cent dispensed generically.

"The gap between the 25 per cent and the 8.3 per cent — the disparity between the volume and the cost of prescriptions dispensed generically — illustrates the price difference between branded medicines and their generic equivalents," say Kerfoot. "The gap between the 36 per cent and 25 per cent is a result of doctors prescribing generically before generics are available, branded products being sold to pharmacies at such low prices that brand for generic substitution becomes viable, or some pharmacists dispensing branded products against generic prescriptions, sometimes at a loss to themselves."

The company says that it tends to agree with a 1987 *Drug and Therapeutics Bulletin* estimate of NHS savings of £100m following an increased insistence on generic prescribing and allowing generic substitution.

But the company also identifies other areas where savings might be made. "Some medicines are taking an inordinately long time to be listed on the Drug Tariff," say Kerfoot, who claim the time between a drug coming off patent and its appearance in the Drug Tariff can be anything from the one year for atenolol to nearly ten years for ibuprofen.

Other products are still not listed in the Drug Tariff though generics have been available for

some time, like carbamazepine, chlorpromazine and amitriptyline, among others. "In this state of limbo, such products, when prescribed, are reimbursed at manufacturers' list price and can be dispensed as the branded product and reimbursed appropriately. Bringing such medicines into the Drug Tariff promptly would generate additional savings," the company says.

Kerfoot also suggest that the granting by the British Pharmacopoeia Commission of the name co-proxamol to tablets containing dextropropoxyphene hydrochloride 32.5mg and paracetamol 325mg established a new generic market, a procedure which could be repeated for other combinations, like those in the branded drugs Madopar and Moducen.

The company admits that it has been suggested that increasing usage of generic medicines will harm the research-based British pharmaceutical companies but it comments: "We believe the interests of the latter are best protected by restoring the full patent protection of 20 years as foreseen in the current Copyright, Designs and Patents Bill, and/or allowing the full 10 years of protection from the date of first marketing foreshadowed by EEC Directive 65/65."

'Does 'e mean us... 'e surely does...

Bruce Rhodes, Pharmaceutical Society assistant secretary, staunchly defended the role of the pharmacist in controlling the supply of OTC medicines on the Derek Jameson breakfast show on BBC Radio 2 on Wednesday. "There must be some controls, you can't sell medicines like cornflakes," said Mr Rhodes.

The visit to the "old faithful chemist's shop", described by Mr Jameson as "a great part of British life, a national institution", was prompted by a letter from a listener who complained that she was unable to buy a cough remedy when the chemist was out of the shop.

Mr Jameson visited Kenneth

Gallagher, MPS, on London's Kensington Road who explained the legal classifications of medicines. Mr Jameson asked why then, could paracetamol be bought from a garage or supermarket, but not from a chemists' if he was absent. Mr Gallagher pointed out that only small quantities of some medicines were available from these outlets.

Mr Jameson also asked about the effect of the increase in prescription charges on the pharmacist's responsibility.

Mr Rhodes replied: "A greater number of people are coming to seek our advice because its cheaper to do so, and we welcome this."

Yes, another Minister

The appointment of a Minister with special responsibility for community care is among the proposals put forward by Sir Roy Griffiths in a report last week.

He also suggests that a new auxiliary force could give practical help to the elderly. Local social services authorities should assess their community care needs and develop plans with health authorities, who should continue to be responsible for medically required services.

The report adds that primary health care services, including pharmaceutical, make an important contribution in preventing the need for community care by health promotion and treatment. The

GP's contract should specify his or her responsibility for informing the social services authority of any patients whose community care needs are not being met.

"Community care: Agenda for action. A report to the Secretary for Social Services" (HMSO £3.90).

Regulations increasing prescription charges from April 1 have been published. The standard charge goes up to £2.60 and prepayment certificates to £13.50 for four months and £37.50 for 12 months. NHS (Charges for Drugs and Appliances) Amendment Regulations 1988 (SI 1988 No 427, HMSO £0.85) and the equivalent for Scotland (SI 1988 No 365 S37, HMSO £0.45).



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SK&F lose Pl damages action in High Court

Smith Kline & French Laboratories Ltd have lost a £270,000 High Court damages action against Mr David Adam Long, former managing director of Swift Exports Ltd, a company which went into liquidation about six years ago.

Smith Kline had sought damages for misrepresentation by Mr Long, of Adelaide Crescent, Hove, East Sussex, in connection with supplies of Tagamet. The manufacturer had told the court that they had supplied some 16,800 packs of 500 Tagamet tablets to Swift Exports at a favourable price of £56.65 per 500, rather than the normal £63.45 because Mr Long had falsely led them to believe that the product would be sold in Central Africa. At the time of Mr Long's initial approach in Autumn 1979, Smith Kline's sales in Central Africa were "negligible" and the company was anxious to exploit the potential market.

Dismissing the action last Wednesday, Mr Justice Whitford said it was not disputed by Mr Long, whose counsel had chosen not to call him to give evidence or be cross-examined, that such representations had been made and that they were "false". The Tagamet had, in fact, all been sold in the European market via a Dutch company at £58 per 500 pack.

The judge said Smith Kline's claim was based on £114,000 for the difference between the £56.65 and the normal price and a further £157,000 for unpaid goods

supplied on credit which it had failed to recover after Swift went into liquidation. The judge said he was satisfied that if Smith Kline had known it was going to Holland, they would never have supplied it.

But the question was whether Smith Kline had established that they had suffered a loss because of Mr Long's deceit. For UK sales, the net realisable value for packs of Tagamet was £56.66, more or less the same price as charged to Mr Long. And it was not suggested that if it had not been sold to Mr Long, it would have been sold in the UK or anywhere else.

"The result of Mr Long's misrepresentation, far from causing any loss, brought a profit to Smith Kline," the judge said. The case had foundered on the simple fact that but for the misrepresentation Smith Kline would never have made any sales to Mr Long's company at all.

Relating to the second claim for £157,000, the judge said he was not satisfied that Smith Kline's decision to give Swift Exports extended 90-day credit was based on a misrepresentation. The loss had occurred as a "calculated risk" in trading with a company which was carrying on business in a difficult market. When Swift Exports went into liquidation it had been owed between £200,000 and £300,000 in connection with its African operations, and if that money had been paid, Smith Kline would probably have got theirs. But having failed to recover the

money, Smith Kline could not in the circumstances recover this sum from Mr Long.

Smith Kline were granted a 48-hour extension of an order freezing Mr Long's assets obtained in July 1986 pending prosecution of a planned appeal. The company was ordered to pay half of Mr Long's costs of the two-day action.

Wound dressings under Council scrutiny

The Science Committee of the Council of the Pharmaceutical Society is considering the current range of wound care products to identify those offering benefits compared with traditional dressings both to patients and in economical terms.

Submissions will then be made to the DHSS in co-operation with the Pharmaceutical Services Negotiating Committee, says the Society's Council in its final report on resolutions passed at the 1987 branch representatives meeting. **Prescription limits** It has for some time been Council's policy that prescribing should be limited to a maximum of 28 days supply and that a repeat prescription form should be introduced. The Society of Family Practitioner Committees has recently come to the same conclusion and the matter is being discussed with the British Medical Association.

Medicine labelling Council did not agree that examples provided indicated generally inadequate labelling. A letter was sent to one manufacturer pointing out that the batch number and expiry date were in an obscure position and the company agreed to change the packaging. The Council will be taking account of some of the comments about labelling in its response to the consultation document on the proposed Labelling Regulations.

Concerns about Nuffield Council established a working party to produce proposals for a domiciliary pharmaceutical service for patients who are not receiving full time hospital care, but who are not independent enough to be maintained in the community without additional support. The working party has now completed its report which has been sent to the PSNC and the Community Services Pharmacists Group for comment. **Register of technicians** Council is keen that pharmacists should have

support staff of the right calibre so that appropriate duties can be delegated to them, freeing pharmacists for tasks only they can properly undertake in the interests of the public.

In November 1986, the Society convened a meeting of all organisations involved in technician training. The role then identified as being appropriate for the Society by most, if not all organisations, was one of accreditation of courses.

Council, after completing its consideration of the Nuffield recommendations, particularly those relating to "personal control" and "supervision", will be able to define responsibilities of technicians in various support roles. Educational and training requirements can then be agreed and the Society will be in a strong position to influence course content and standards for various qualifications by indicating that only those with named qualifications would be approved for a particular support role.

There appears to be a need to rationalise and co-ordinate the various courses and qualifications. The Society has already established links with the National Council on Vocational Qualifications.

Council has come decided to not seek legislation to enable the Society to register technicians. Council feels the Society can specify the required levels of competence for support staff for pharmacists without being the technicians' registration body.

Council considers that if the Society was the registration body for pharmacists and technicians, conflicts of interest would arise which would impose considerable strains and lead to further confusion.

Regional Committees Further discussion is to take place on the viability of the Society's regions; reports from the branches regarding the value of the Society's regions to them; reports from individual Council members on the value of the regions, and information on the geographical boundaries of the regions.

CORRECTIONS

PSNI registration: A "health certificate" is required for registration in Northern Ireland, from March 1, not as published in C&D, March 12.

PSGB Council report: Dr John Evans took up his position as one of the Privy Council nominees on the Pharmaceutical Society Council in February, taking the place of Professor Stephen Smith. Dr Evans appeared back row, second from left in the picture of Council published in C&D March 12, p42.



The British Pharmaceutical Students Association executive join Janssen Pharmaceutical's Pharmacy Division for the day. Pictured right to left, Nicola Gibbons, Hazel Rattenbury and Andrew Stanley, who discussed with the company the future of pharmacy and in particular patient counselling as part of a pharmacist's undergraduate education. They are hoping to develop a competition on the subject, as run by the Academy of Students of Pharmacy in the States. One of their hosts, Janssen's national sales manager David Mitchell (left), confirmed the company's sponsorship of the project

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Tranquilliser committee

Lawyers who will represent people who claim to have suffered from addiction to tranquillisers voted last week to set up a steering committee to deal with claims.

Forty two solicitors from 137 firms met in London last Wednesday to form a united front for legal action against drug companies over the alleged side-effects of some well-known tranquillisers.

After the private meeting a law society spokesman said the solicitors "represented many clients seeking compensation for addiction to various tranquilliser drugs in the benzodiazepine group". A steering committee from eight firms was elected to co-ordinate the litigation.

The committee is to meet again to formulate its approach to the potential defendants in the hope that possible lengthy and expensive litigation can be avoided.

Import decision

An injunction granted to Allen & Hanburys preventing Generics (UK) from importing salbutamol products from Italy contravenes EEC import rules.

The Luxembourg-based European Court of Justice has ruled that such an injunction contravenes Community rules against quantitative restrictions on imports. It could only be justified if consumer protection, the manufacturers' right to a free return on his products, or free trade was being threatened, which was not the case, says the judgment, reported in *The Financial Times*.

The *FT* reports that at the centre of the dispute is the fact that Allen & Hanburys has no patent for salbutamol in Italy because patents were not available there when the drug was discovered 20 years ago.

The House of Lords referred the matter to the European Court for clarification after Generics (UK) lodged an appeal against Allen & Hanburys' injunction.

The matter is now of somewhat academic interest because salbutamol is no longer patent protected, but the *FT* suggests that the Court's decision could create uncertainty over the extent to which patents can be used as a defence against foreign competition in the Community.

TOPICAL REFLECTIONS

by Kraysen

A final word?

It has to be admitted: when I put my poll question on whether or not we should accept a relaxation of the requirements of supervision I loaded the stark alternative a bit hard. Nevertheless the response, 260 for no change, as opposed to eight who would accept a total relaxation, was sufficient to confirm my belief that many community pharmacists feel the full-time presence of a pharmacist is fundamental to the proper provision of pharmaceutical services to the communities we serve.

The full range of services, of course, embraces a far wider range of opportunities to help and advise than is encompassed by the purely dispensing role. The Council has come up with recommendations which would allow us to be absent from our pharmacies during the day, "for short periods". We all know there are rare occasions when we consider there is an over-riding professional responsibility which could justify absence from the pharmacy during the hours when we have a contractual obligation to be present. Council's recommendations sound wholly reasonable when viewed in this light. But unless they are accompanied by a requirement to log all such absences, giving date, time, reasons and where we are going, then there will be no check or hindrance to any amount of absence. If a check is obligatory it would not be hard to sort out what is happening in the pharmacies of the land.

Otherwise the proposals are acceptable... Specifically, there is no change in personal control; no non-GSL medicines are to be sold if we are not in the shop; all scripts have to be seen and checked by the pharmacist before they are given to patients... This makes sense and is in keeping with what we already do. I can actually welcome a relaxation in the requirements governing the sales of certain P medicines, when there can be clear parameters laid out for staff



who have completed an approved course of training. This would ensure that if certain questions arise, the pharmacist would automatically become involved. The position of staff would be enhanced without responsibility being moved from the pharmacist. Then too, so long as the pharmacist had seen and checked a prescription (and initialled it), the official change of view allows it to be passed into the patient's hands when the pharmacist is absent (say during a lunch hour). This seems not much more than an acknow-

ledgement of what not infrequently already happens. Nor would I argue that staff could not hand over the items called for on a script for a crepe bandage. I have misgivings about allowing repeat scripts to be dispensed by unsupervised staff, and am pleased Council is to take further consultation with us on this.

Our place is right in the middle of our businesses, between the dispensary and the public where our particular discipline can be used to maximum advantage. Our future could and must become an extension of this direct caring output.

Generics and liability

With the new product liability laws coming into force I have had to look again at my current generic suppliers. I was greatly taken by Alan Smith's throwaway remark (last week p523) that we ought to think in terms of an annual contract with them. It has logic, and would resolve problems, so long as the supplier had a wide range of products, and assuming they wanted contracts of supply. I would also welcome consistent manufacturing standards for presentation ie size, shape and colour, as well as revised BP standards for quality and bioavailability. The Government ought to lay responsibility on all suppliers to conform to enhanced standards which at the very least should match those of the original product.

COUNTERPOINTS

Time for Pix

Suppliers J.J. Silber are giving away Hermes watches with their Halina Pix fashion cameras until June 30 or while stocks last.

The company says that the combination of the watch, worth about £11.95, and the coloured cameras will allow consumers to mix and match the accessories.

It is hoped that the new package design for the camera, padded pouch and flex strap will create more imaginative display and to highlight the promotion there is a special card to display the watch alongside the camera.

J.J. Silber Ltd. Tel: 01 903 7791.



Win a jeep with Regency

In a joint promotion with Kodak Regency Film Services are offering consumers a chance to win a Suzuki Santana jeep and retailers the possibility of winning a hi-fi system.

Competition entry forms given with orders for D&P ask consumers to identify where in the desert a picture of a Suzuki jeep was taken.

The first prize of the jeep will be presented to the winner in July by formula one racing driver Johnathan Palmer who Regency are sponsoring again this year.

Regency dealers can enter a free prize draw for a JVC midi hi-fi system if they display the POS material supporting the promotion. Regency Film Services. Tel: 01 804 9921.

Read all about it

Reactolite Rapide manufacturers Chance Pilkington are majoring their 1988 promotional activity on a national Press campaign.

"Our Press campaign of 1987 was a major experiment after several years on television, and the increased sales encouraged us to follow the same route this year when our new Sprint lens is launched," says CP marketing manager Brian McDermott.

The "hands up" advertising for Reactolite Rapide runs through this month and next with full pages in special interest magazines, Sunday supplements and women's "glossies". It is aimed at both sunglass and prescription lens wearers. In May the emphasis will be on Rapide Sprint, which is also available for a range of prescription lenses.

"Below the line" activity will re-inforce the advertising programme throughout the year. Chance Pilkington Ltd. Tel: 0745 583301.

On the carpet

Beckiser are re-launching Liquid Varnish, repackaged and repositioned as a carpet cleaner.

The product has a foaming action which is easy to use, says the company. It is applied to the carpet and vacuumed off when dry. Beckiser Ltd. Tel: 0793 612422.

PRESCRIPTION SPECIALITIES

Trosyl nail solution

Pfizer are introducing a topical solution for fungal nail infections. Trosyl Nail Solution contains 28 per cent w/w tioconazole formulated in undecylenic acid, which the company says is used to optimise penetration throughout all layers of the nail. Tioconazole has activity against *Candida* and dermatophytes.

Manufacturer Pfizer Ltd, Sandwich, Kent CT13 9NJ. Tel: 0304 616161

Description Clear, slightly yellow solution containing 28 per cent w/w tioconazole

Uses Topical treatment of nail infections due to susceptible fungi (dermatophytes and yeasts)

Dosage Solution should be applied to the affected nails and immediately surrounding skin every twelve hours using the applicator brush supplied.

Treatment duration six months, but may be extended to twelve months. No special precautions required in the elderly or children

Contraindications Hypersensitivity to imidazoles, or to any components of the solution. Insufficient evidence of the drug's safety in human pregnancy, although absorption after topical administration is negligible. Because of extensive duration of treatment, contraindicated throughout pregnancy. Not for ophthalmic use

Side effects Well tolerated following local application; no systemic adverse reactions reported. Local irritation noticed by some patients, but is usually transient and mild. If a sensitivity reaction develops, treatment should be discontinued and appropriate therapy instituted

Supply restrictions POM

Packs Amber glass bottles containing 12ml of solution (£25 trade)

Product Licence 0057/0236

Issued March 1988

Zantac syrup from Glaxo

Zantac is now available in a syrup formulation. Zantac syrup is a peppermint-flavoured, sugar-free oral liquid containing 150mg ranitidine (as hydrochloride) in 10ml. It is packed in a 300ml cartoned bottle (£22.32 trade), with a cap measure for 5ml and 10ml.

The company says several patient-types will benefit from the new formulation; the elderly who often have problems in swallowing, and children over eight years. Peptic ulcer is not common in children, but a small but significant number with recurrent abdominal pain do have an ulcer, usually located in the duodenum, say Glaxo. Supply restrictions POM. Product Licence 0004/0310 Glaxo Laboratories Ltd. Tel: 01-422 3434.

BRIEFS

The Multiload Cu375 intrauterine device will join the other two Multiload devices on the Drug Tariff from April 1, say *Organon Laboratories Ltd.* Tel: 0223 355545.

Penbritin Syrup and Penbritin Syrup Forte in tartrazine-free formulations, will be phased in as current stocks are exhausted. Price remain unchanged. Beecham Research Laboratories Ltd. Tel: 01 560 5151.

Dow Corning are changing the pack sizes of their Medical Adhesive B and Remover to 150ml compared to 128ml and 116.8ml respectively, with weights of 207g and 227g compared to 170g. The Remover price is unchanged; the new Drug Tariff price for Medical Adhesive B is £8.42. New packs of Adhesive are available immediately; new Remover packs will appear as old stocks are exhausted, probably in May. Dow Corning Ltd. Tel: 0734 596888.

THE No.1 HAIR REMOVER THAT KEEPS ON GROWING.

Immac is the brand leader with just under half the total depilatory market.†
And with our sales rising all the time, there's no sign of the competition stunting
our growth.*

*Hardly surprising, when you consider that 97%† of your customers know about
Immac. With summer almost on us again, we're spending a massive £1.5 million promoting
Immac, including a national television
and women's press campaign advertising
our range.*

*So if you want your shop bristling with
customers, make sure they know where to find us.*

RED ROSE
FRAGRANCE

Immac

CREAM HAIR REMOVER

RED ROSE
FRAGRANCE

Immac

ASSURES REAL SMOOTHNESS



WHITEHALL
LABORATORIES

New Benlyn packs make it easy for consumers

New look packs for the Benlyn cough range are being introduced from April.

Warner-Lambert are moving the paediatric, expectorant, fortified linctus and mentholated subtitles off the front of the pack, although they are being retained on the top and back for pharmacy reference. Instead there will be key selling phrases for each product — "specially formulated for children", "relieves chesty cough", "relieves dry coughs" and "for cough relief and easier breathing".

The new designs arise from a major consumer research project into cough sufferers. One result showed there was considerable confusion about product descriptions used by manufacturers.

Marketing director John Ball says: "Now the brand is no longer prescribed it is right we should consumerise it as much as possible, bearing in mind the



pharmacist's input."

At the same time the company has brought the pack design for Benlyn Mentholated more closely into line with the rest of the range. As the new packs begin to arrive Warner-Lambert are asking pharmacists to rotate stock correctly so that old packs can be phased out as soon as possible.

The range is being relaunched in time for inclusion in the Benlyn major account deal this Spring, which offers extended credit and split deliveries arranged in advance. The new packs will be an integral part of a television advertising campaign planned for the Autumn. Warner-Lambert Healthcare. Tel: 0703 619791.

More for your money

Robinsons of Chesterfields are to promote their Fast-Aid range of dressings with an extra free offer in the next few weeks.

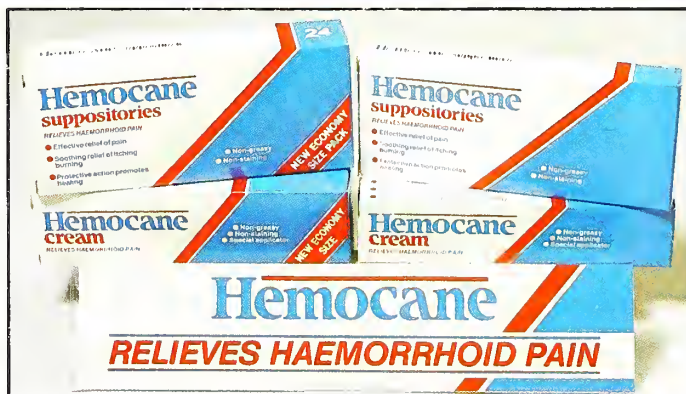
Plastic packs of 24 assorted plasters will offer four plasters extra free, while dressing strips packs will contain 1.15m instead of 1m.

The company says the special offer packs will be delivered shrink-wrapped onto clear plastic display trays for ease of merchandising. Robinsons of Chesterfield. Tel: 0246 31101.

A dog's life

Alugan packaging has been improved following comments from pet owners. Previously the bath sachet flea treatment contained 20g, half of which needed to be kept for a second treatment two weeks later. Now the sachet is divided into two 10g sections so the concentrate retained is easier to store.

Introduction of the new pack has been timed to coincide with the increase in demand as the flea season's peak approaches. Hoechst Animal Health. Tel: 0908 665050.



Economy size

Intercare are adding new economy packs to their range of Hemocane products.

Hemocane cream will now be available in a 45g pack (£2.45) and the suppositories in packs of 24 (£2.70). The cream is a non-greasy, non-staining treatment for external haemorrhoids. The suppositories are suitable for

internal and external haemorrhoids. Both products GSL.

The brand will be promoted with a high level of advertising throughout 1988 in national newspapers and in "buylines" features in women's magazines, say Intercare Products Ltd. Tel: 0734 790354.

Nelson count on pollen

Nelsons are giving increased support to their Hayfever tablets in 1988. The company is sponsoring the "Pollen Count" in the AM Programme on LBC. In addition this will be supported by national magazine advertising and London Transport tube cards. The product (£1.99) is to be re-labelled in a yellow livery and packaged in dozens in a merchandiser featuring the magazine advertisement.

The new merchandiser will be offered at a launch discount (£11.50) compared with normal trade price (£12.50). A. Nelson & Co Ltd. Tel: 01-946 8527.

Corsodyl gel goes minty

ICI Dental have changed the formulation of Corsodyl dental gel to a more modern, mint flavoured, colourless gel formulation. This falls in line with their colourless mint flavoured Corsodyl mint mouthwash. ICI Pharmaceuticals. Tel: 0625 582828.

Lip sport from Labello

Smith and Nephew Consumer Products are launching a lipsalve aimed at sports enthusiasts and active people.

Labello Sport contains camomile and a sunscreen, and is fragrance free. The design features a man and woman dressed in leisurewear on a yellow and grey blister pack and will be available from April (£0.69). The launch will be supported by promotions in national and specialist publications. Smith and Nephew Consumer Products Ltd. Tel: 021 327 4750.

sport

Digging for gold

The brands on offer during April in Unichem's "Golden Prospects" promotion include: Elastoplast, Flex shampoos and conditioners, Right Guard deodorants, Robinson's baby foods, Savlon

antiseptic cream, Vespre press-on towels and Wilkinson disposable razors. Discounts apply to qualifying orders placed during April 1-30. Unichem Ltd. Tel: 01-391 2323.





GUESS WHO'S ALWAYS BEEN OZONE-FRIENDLY

Our spray has never contained any harmful chlorofluorocarbons (CFCs). Even before their damaging effects were confirmed in the press and manufacturers started searching for safer alternatives, Radian-B was spraying pure pain-relieving agents — undiluted by any CFC propellant.

And unlike other muscular sprays, Radian-B works whichever way up it's held, for fast accurate relief from persistent aches — whether muscular, rheumatic or from over-exercised and pulled muscles.

With all this environmental concern producing greater demand, now's the time to build up stocks of the only rubefacient that you can confidently recommend as ozone-friendly. And don't forget to stock up with Radian-B's fast-selling rub, liniment and embrocation too.



Radian-B

**ACTION THAT'S FAST
WITH RELIEF THAT LASTS**

Call our Customer Liaison desk
now on 0509 611001 for
bonus terms

Supplements for all from Chemist Brokers

Vitalert, a new range of multivitamins and minerals is being launched by Chemist Brokers.

Designed to satisfy specific consumer targets, the Vitalert range comprises ten different products which reflect the individual needs of children; teenagers; women; men; seniors; exercise; dieters; stress; smokers; hair; nails and skin. The concept has been developed by Theravit, part of the Therabel Group, Belgium's leading ethical pharmaceutical company.

Each pack (£2.69) contains one month's supply (30 tablets) of vitamins/minerals. Introductory offers are available to the trade and consumers will also benefit from a "50p-off-next-purchase" introductory coupon found inside



all ten packs.

Free from artificial colours, flavours, preservatives, sugar, starch and carbohydrates, the packs identify each target group with a contemporary design.

Dosage is one tablet per day to be swallowed with a little water. The children's tablet may be chewed or sucked.

An explanation on the role and benefit of vitamins/minerals appears on the back of each pack and a 14-page easy-to-read booklet is included with the one month supply blister pack. The booklets have been written by Professor D. Naismith, head of the Department of Food and Nutritional Sciences at King's College, London who emphasises the Vitalert formulae are correctly balanced.

The launch will be supported by integrated consumer and television advertising. Details have yet to be finalised. *Chemist Brokers, Division of Food Brokers Ltd. Tel: 0372 66891.*

Top ten for April

The April "Top Ten" promotional offers available to Vantage customers feature a selection of household names in baby care, sanpro items, hair colorants and hair care, antiperspirants, cotton wool products, skin care, bath products and malted drinks.

Products featured include Complan drinks; Johnson's baby lotion and shampoo; Nivea skincare products, talc and shower gel; Recital hair colorants; Sensodyne original, F and mint toothpastes; Simplicity sanitary protection; Soft & Gentle aerosol and roll-on antiperspirants; Soft & Pure cotton wool products; Sunsilk hair sprays and Timotei shampoo and conditioner.

For information on pricing, and product details, contact *Roger Jeavons, Vantage department. Tel: 0928 717070.*

A Wellcome gift for holidays

Travel wrist wallets are being offered free to consumers as part of this Summer's promotional support for Marzine RF travel sickness tablets.

The wallet, made of blue nylon, uses a velcro fastening and is large enough to hold keys, money and tickets. Wrist wallets are on offer to consumers sending in a special coupon and an SAE.

Refillable tower packs for counter display are being distributed to pharmacists around the country, with coupons giving details of the wallet offer. To support the promotion Wellcome is undertaking a direct advertising campaign to holidaymakers. The advertisement will appear in the Thomas Cook "Easy Going" holiday magazine throughout the Summer.

Bob Grice, divisional manager of Wellcome's Consumer Division, says: "We believe this campaign will help boost Marzine



RF's share of the £1.9 million travel sickness product market." *Wellcome Consumer Division. Tel.: 0270 583151.*



Pro-line for athletes takes the field

Mass Products are launching a range of nutritional supplements for athletes.

The new Pro-line range consists of five products; Dyna-bol, Gun Powder, Nitro Plus, Nitro Plus II and Bio-pro 3000.

Dyna-bol (1kg £14.50) is a powder mix containing nutrients for muscle growth to be consumed in juice or milk. Gun powder (400g £10.99) is an amino acid complex in powder form designed to aid tissue repair and muscle growth.

The powder has a vanilla flavour and can be used in many food dishes, or ice cream, yoghurt and fruit can be added for variety.

Nitro-plus tablets (250 £12.50; 500 £18.99) contain all of the essential amino acids. Nitro plus II capsules (500 £19.99) are designed as an accompaniment to Nitro plus. Bio-pro 3000 (90 capsules £12.50) is a vitamin and mineral formula. *Distributors: Mass Production. Tel: 01 267 7589.*

Fibre help for slimmers

A new dietary aid is being introduced by Thompson Medical. Slim-line fibre tablets (90 £5.95) are sold with a diet plan and contain 90 per cent fibre, says the

company.

The tablets consists mainly of oat and citrus fruit fibre with cellulose and bran. Four tablets should be swallowed before meals. The tablets come shrink wrapped in dozens.

The pack size of Bran-slim tablets has been changed from 60 to 100 tablets. The new price is £4.49. *Thompson Medical Co Ltd. Tel: 01-847 3709.*

FASTER AID

THE FAST AID RANGE WILL SOON BE MOVING OFF YOUR SHELVES
EVEN FASTER.

FOR A LIMITED PERIOD OUR UNIQUE PLASTIC PACKS WILL OFFER
YOUR CUSTOMERS APPROXIMATELY 15% MORE FAST AID –
ABSOLUTELY FREE.

SO NO-ONE OVERLOOKS THIS OFFER, SPECIAL FAST AID PACKS
WILL BE DELIVERED SHRINK WRAPPED ONTO SPACE-SAVING,
CLEAR-PLASTIC DISPLAY TRAYS FOR
EASE OF MERCHANDISING.

YOU ALREADY KNOW HOW FAST FAST AID SELLS –
NOW WE'RE OFFERING AN EVEN FASTER PLASTER.



Scholl launch new 'more acceptable' compression hosiery range

Scholl are launching a new range of compression stockings available on FP10.

The new range is designed to be more acceptable to consumers, by being easier to put on, feeling more comfortable to wear and looking more attractive on the leg, with guaranteed levels of compression.

Explaining the launch, Andrew Chater, marketing director of Scholl said "The Drug Tariff change has enabled us to use the most up-to-date technology and materials to produce compression stockings which look attractive as well as providing the correct therapeutic values. Now all will benefit — doctors, pharmacists, and particularly the patient who will now be able to wear compression stockings with confidence."

Class I — light compression — is represented by new Nylastik (thigh £5.50 below knee £5.00) Scholl say it offers the same level of concealment and support as original Nylastik but is much finer

in appearance. New Nylastik comes in two colours, sand and honey.

Class II — medium compression — is available as New Sheer Softgrip (thigh £8.20 below knee £7.30) This stocking is now fully footed and more sheer say Scholl. It too comes in sand and honey. The original Softgrip will still be available for customers who prefer it.

A men's Support Hose is also available in Class II (below knee £7.30).

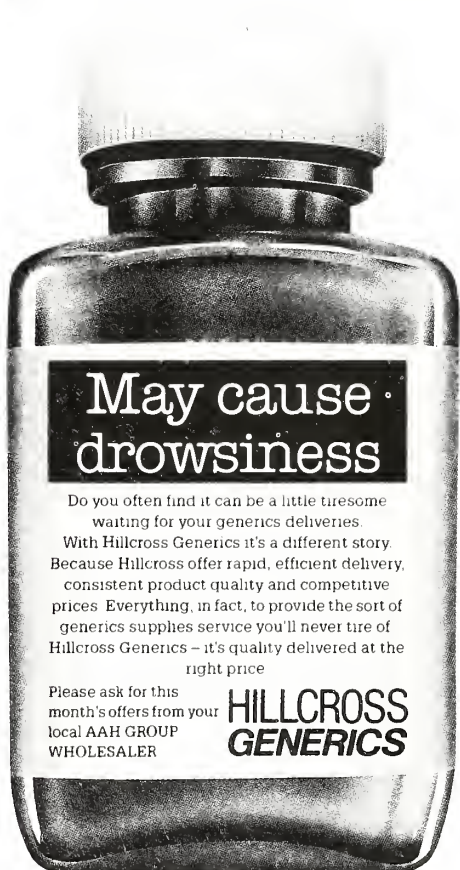
And Class III — strong compression — is represented by New Duofine (thigh £9.70 below knee £8.30) New Duofine is fully footed, so ordinary stockings do not need to be worn over the top, and is designed to be "more acceptable" to the consumer than the original.

To support this launch, Scholl will be running an advertising campaign in the medical Press, backed up by a professional and consumer public relations campaign.



A comprehensive support pack is available from Scholl representatives, containing all the relevant information on these changes and giving advice on how to measure the patient with the

Scholl tape measure enclosed. A set of POS material including show cards and window stickers is also available. *Scholl Consumer Products. Tel: 01-253 2030.*



May cause drowsiness

Do you often find it can be a little tiresome waiting for your generics deliveries. With Hillcross Generics it's a different story. Because Hillcross offer rapid, efficient delivery, consistent product quality and competitive prices. Everything, in fact, to provide the sort of generics supplies service you'll never tire of Hillcross Generics — it's quality delivered at the right price.

Please ask for this month's offers from your local AAH GROUP WHOLESALER

**HILLCROSS
GENERIC**

Savlon safety

"Keeping your family 'Savlon' Safe" is the theme for the new consumer advertising for Savlon this Spring and Summer.

Consumer advertising aimed at 18-35 year old women and particularly mothers with young children, involves a mix of 35 colour full and half page ads in a selection of the biggest women's and young mother's magazines, including *Woman*, *Woman's Own*, *Best*, *Prima* and *Mother and Baby*.

The advertisements depict toddlers and young children at home and play in potentially harmful situations. Copy emphasises the uses of Savlon — for first aid, and as an antiseptic disinfectant for worktops, floors and other surfaces. *Care Laboratories Ltd. Tel: 0625 535577.*

On display

Sterling Health have produced some new POS for Cymalon in independent pharmacies.

Comprising a transparent product display capable of holding

six packs, the Cymalon tower unit is designed to occupy a minimal amount of counter space, and is complemented by a single facing edger.

Shelf edgers are also available for Solpadeine products as a purchase reminder following Sterling Health's television advertising campaign in January and February. A Baby Wet Ones shelf reserver has also been introduced. *Sterling Health. Tel: 0483 65599.*

Spot on from Janssen

A free standing counter display unit is available for Acnidazol cream, which has been repackaged by Janssen.

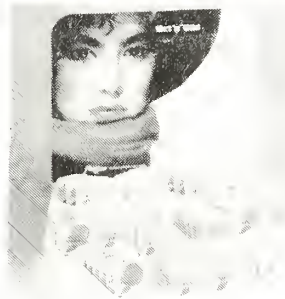
Made in white and clear perspex the unit occupies 8x19ins and carries the words "spots" and "acne" in bold lettering. The new pack sports a small red diamond logo which is used to signal the four single line sales messages on the pack's backing card.

The new POS unit is being offered free with a minimum of 36 packets. *Janssen Pharmaceuticals Ltd. Tel: 0235 772966.*



**the perfect
partners**
from
Lady Jayne

Laughton & Sons Ltd, Warstock Road, Birmingham B14 4RT



Hot lips

Wet 'n' Wild's Powder Pout lip gloss (£1.29) is a light powder and comes in ten Summer shades.

The counter unit houses 72 compacts, each bearing a lip motif. Distributed by Network Management Ltd. Tel: 01-560 1200.

Sharp moves

Personna International have appointed Food Brokers to sell and distribute their Flicker 5 blade ladies razor from April 26.

In addition Food Brokers will be responsible for sales and distribution of new Personna products soon to be launched. Personna International (UK) Ltd. Tel: 0533 861511.

On La Prairie

La Prairie are launching a number of new products and relaunching their haircare range.

The Sun Basics sun preps line is to be extended with the launch of four new products: suncare cream, SPF 12 (150ml); suncare lotion SPF 4 (200ml); after sun lotion (150ml) and self tanning cream (100ml: all £15.90).

New for skincare is Plurissime Face Complex (30ml £37), a light cream designed for day or night use over a period of 4-5 weeks.

And the company has repackaged its haircare lines, Hair Basics, in white packs highlighted with magenta and grey. New to the line is Intensive Conditioner (200ml £15.90). Consumer leaflets are available. Perma-Jeune Ltd. Tel: 01-580 6900.

Hair savers

Johnson & Johnson are running a price mark pack promotion on Empathy haircare from April.

Empathy styling mousse will be offered at the special price of £1.45 (normally £2.26) and Empathy hairspray will cost £1.19 (rsp £1.82). Johnson and Johnson. Tel: 0753 31234.

New look for Eylure range



Eylure are relaunching their nailcare products and eyelash range, with new packaging, new display material, increased investment in advertising and some new lines.

New packaging is now available on all nailcare products, plus Lashfix, Nailfix, Stay-on Super Gel adhesive (formerly Easiglu), and Easinail refills (formerly Easitip refills). Easinails and Lashes will follow in May. New packs, predominantly lilac, feature a recently manicured fingernail as a backdrop for each product. Pack sizes are now standardised to allow for easier merchandising.

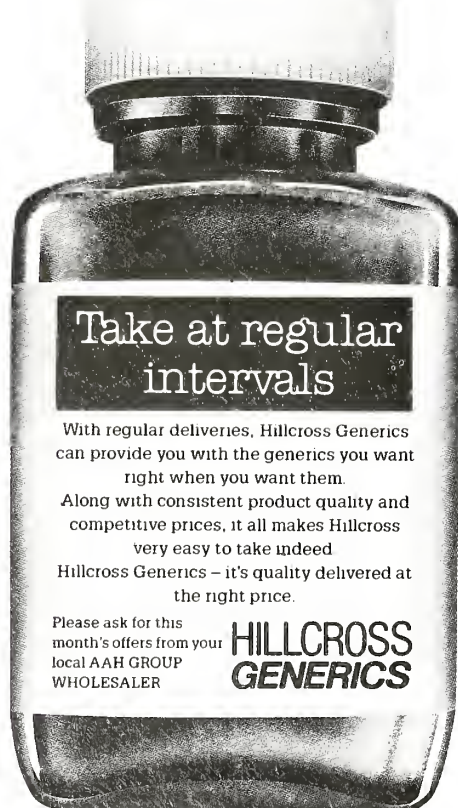
Brand manager Cheryl Allen says the new packs are designed for a more "beauty orientated" look.

New POS includes showcards

and window stickers, plus a consumer leaflet, "Pointing the way to beautiful nails", which gives full product information and general nailcare advice. And the company have produced a system of two merchandising units which will take any combination of Eylure hanging packs. One is a flexible panel unit, and the other fits in between shelves and narrow gaps, and can be stacked to form a larger unit.

Consumer advertising is set to break in the women's Press from August, supported by a PR campaign.

New products include French Manicure press-on nails, being launched in the next two weeks, and a shorter "work and wear" length for the false nails in the range. Eylure Ltd, Tel: 06333 66611.



Take at regular intervals

With regular deliveries, Hillcross Generics can provide you with the generics you want right when you want them.

Along with consistent product quality and competitive prices, it all makes Hillcross very easy to take indeed

Hillcross Generics - it's quality delivered at the right price.

Please ask for this month's offers from your local AAH GROUP WHOLESALE

**HILLCROSS
GENERICS**

Robinsons bear all

Robinsons of Chesterfield are promoting Soft & Pure with what is claimed to be the biggest promotion ever run on cotton wool.

Four million packs of cotton wool rolls, pleats, balls and cosmetic pads will be flashed with "bear" tokens. Four tokens can be redeemed for a pair of Bear Brand tights (rsp £0.85) in the two most popular colours of chiffon or nearly black. Shelf strips support the promotion.

Iain Taylor, product marketing manager, says the aim is to add "a bit of sparkle" to what has

traditionally been seen as a commodity product area. Robinsons of Chesterfield. Tel: 0246 31101.

Refreshing moves

Smith and Nephew are launching a new pack size for their Refreshers family wipes, to complement the drum pack.

The new sachet pack contains ten wipes, individually wrapped. Each sachet bears the logo and features a tear strip. Smith and Nephew Consumer Products Ltd. Tel: 021 327 4750.

Revlon launch their first designer fragrance



ON TV NEXT WEEK

G TV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
Bt TV-am

STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

| | |
|--------------------------------|----------------------------------|
| Actifed: | All areas |
| Anadin: | All areas |
| Askit powders: | All areas |
| Benlyn: | All areas |
| Cow & Gate baby jars: | All areas |
| Day & Night: | C4,U,STV,G,Y,C,TT |
| Insignia: | All areas |
| Listerine: | All areas |
| Macleans toothpaste: | All areas |
| Mylanta II: | G |
| Natrel Plus: | All areas |
| Panadol: | GTV,STV,G,Y,C,HTV,TSW,TVS,TTV,C4 |
| Proflex capsules: | G,Y |
| Reach toothbrushes: | LWT,C,TVS,A,TVam |
| Robinsons baby foods & juices: | TVS,TTV,TVam |
| Sanatogen: | TVam |
| Setlers Tums: | All areas |
| Simple skin care: | STV,G,A,GTV,TVS,TTV,TVam |
| Simplicity: | All areas |
| Sinutab: | C4 |
| Strepsils: | All areas |
| Tixilyx cough linctus: | TTV |
| Zestavite: | TVam |

Revlon are launching a new fragrance, endorsed by international fashion designer Diane von Furstenberg.

Tatiana has a price point starting at £10.50, and will be available in limited distribution from Boots, chemists and department stores. The fragrance is to be available from mid-June and will be followed by body care products in October. The initial line comprises eau de toilette spray (30ml £10.50, 45ml £14.50) and eau de parfum spray (30ml £20), and the bath products are Foaming Bath Satin (200ml £10.50), Body Satin (200ml £10.50), Satin Body Mousse (150ml £10.50) and Satin Dusting Powder (75g £10.50).

Tatiana will be supported by women's Press advertising. The campaign will run from June until the end of the year, and will incorporate fragrance samples. *Revlon International Corporation. Tel: 01 629 7400.*

Montana goes all over

Network Management are introducing a bath line for the Montana fragrance.

The new bath line, called Douceur de Peau, comprises: body cream, body foam, body lotion, shower gel, bath soap, dusting powder and natural spray deodorant. Prices range from £12 to £28.

The packaging combines anodized, matt silver aluminium, with frosted and matt glass.

Network will launch the range with a £450,000 advertising and promotional campaign, which will also encompass the fragrance, using full colour page advertisements and scent strips in women's magazines.

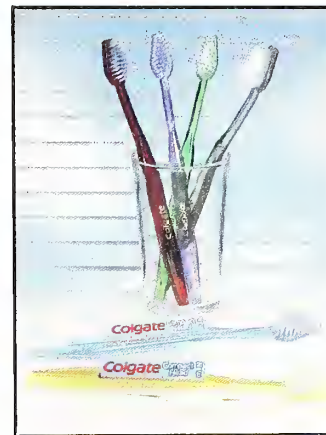
There will also be a PR campaign which will encompass product sampling in major women's magazines, advertorials and other related media promotions. The range is available to all appointed stockists of Montana Parfums from mid April. *Network Management Ltd, Tel: 01 560 1200.*

New Compact brush from Colgate

Colgate are introducing a third variant to their toothbrush range — Colgate Compact Head (£0.95). This complements the existing Double Action and Sensitive Action varieties, and its diamond shaped head is designed to suit those who can benefit from easier access to all areas of the mouth.

In the same colours as the rest of the range, the Compact Head is available in adult size only, with a choice of either medium or soft bristle. Both varieties are double action.

The medium version offers a combination of medium filaments to remove plaque and soft filaments to massage gums; the soft version a mixture of soft and



extra soft filaments, for those with sensitive gums. *Colgate-Palmolive Ltd. Tel: 01-580 2030.*

Nature's way for teeth

Natures is a new natural herbal compound for dental care.

Free from artificial colours, preservatives and chemicals, the tooth powder is a blend of cloves, eucalyptus oil, camphor, mint extract, rock salt, walnut bark and other natural herbs.

Natures herbal compound is packed in a plastic jar (35g £3.99) with screw-on lid, with a scoop for measuring out the correct amount of powder. Each jar contains about two months supply, assuming a twice daily brushing. *Natures Ltd. Tel: 01-203 1738.*



The right shower

Richards & Appleby are introducing Gem bath and shower gel with moisturisers (250ml £0.99).

Packed in a translucent bottle with a hook top and flip cap, the mild gel is an all over shampoo for the body and hair.

Available in two variants — Refreshing, a pastel blue gel with a light bluebell fragrance; and Reviving, a pastel peach gel with a light peach fragrance — the gel designed to be suitable for all the family, say *Richards & Appleby Ltd.* Tel: 0695 20111.

Brownie points

Reformulated and repackaged Bergasol is being supported with a £750,000 promotional programme including Press advertising and "extensive" public relations.

Based on a new "skin type" story, the campaign will run during the peak sales period from May-August in key women's interest magazines and colour supplements and on posters. It will be supported with a 16-page

tanning guide, inviting tanners to "join the Bergasol Brownies". *Chefaro Proprietaries Ltd.* Tel: 0223 312956.

Feet first

Scholl are running a co-ordinated advertising programme covering three product ranges: Lite Legs support hosiery, Hidden Comfort shoe accessories and Active and Natural Sandals.

Running until October in women's magazines the campaign is targeted at busy active women 25-50. Spend is £1.2m. *Scholl (UK) Ltd.* Tel: 01 253 3636.

Healthy Bodycare are pleased to announce the introduction of their new Bath Oil range to their already existing products.

Each type of Bath Oil contains at least 16% oil extract. There are at present four types available — Rosemary, Melisse, Juniper and Camille. These highly concentrated Bath Oils help to maintain a healthy skin. The formulations are based on high quality natural herbal extracts. Already distributed to various wide outlets are Glycerine Silicone Hand Cream, Foot Cream, Goldreif Multi-Purpose Cleaner, Skin Care Oil Spray, Lotion Derm Skin Foam, as well as various facial creams and cleansers.

These products are now obtainable from many Pharmacists.

For further enquiries please contact
MR. BRYAN JAMES, KEY ACCOUNTS MANAGER

Chemists look good in beauty market

Chemists are holding ground in cosmetics and toiletries, and according to some estimates, "doing rather well", says a new report from Euromonitor.

The report says that although drugs are likely to remain the core business of pharmacies, "there are considerable attractions in strongly diversifying into up-market cosmetics and skincare products, particularly as other possible avenues — healthfoods, photography, baby care — do not offer the opportunities they once did or might have done". The report says chemists are the largest overall outlets for cosmetics and toiletries, but this total includes Boots, who, as the report points, out have radically restructured their operations in recent years and are "looking stronger by the minute".

Department stores, traditionally the bastion of prestige fragrances and cosmetics, are tending to lose this business to chemists, says the report, as they concentrate more on fashion and the home. Grocers and drugstores are gaining sales.

The report paints a pessimistic view of the future for fragrances, which it says are likely to suffer in the face of harsher economic conditions which it says lie ahead. Although the fine sector is still fairly buoyant the report claims that a less certain economic climate will weaken its position, while the mass market "is being increasingly impacted by other types of fragranced products such as shower gels and body sprays", and usership is said to be falling. However the report does highlight the emergence of a growing mid-market sector, which it says is likely to do well.

Colour cosmetics appear to be faring little better, and the report says make-up usage has declined in favour of good skincare and the fashionable natural look.

The report says this sector is the weakest in the entire industry, and has not been helped by rises in prices charged, coupled with trading-down to lower-priced goods by consumers. In addition the report points out that the traditionally high users of colour cosmetics, women aged 15-25, are set to decline.

Not surprisingly, the popularity of the natural look has had beneficial effects on skincare sales, which have shown strong

and steady growth says the report. Currently the number of users is not growing particularly strongly, but per capita spending among the heavier users is rising. The report puts the market value for 1987 at £256m.

Increased interest in skincare has also stimulated sales of sun-care products, which the report estimates at around £43m. Although a series of bad summers and the growing tendency for consumers to take their holidays abroad and buy their sun preps on arrival mean that sunpreps is not the growth sector it once was, it is still healthy. As well as the skincare aspect, Euromonitor say manufacturers' attempts to broaden the market with products for specific needs have been responsible for continued growth.

Haircare, as ever, is very buoyant. The report puts its value at £472m for 1987, and says it is certain to top the half billion mark this year. While growth is likely to level out, especially in the face of very high usage on many product sectors, particularly shampoo, the report says sales will continue to rise for some years yet.

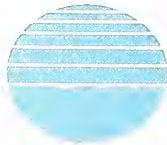
Traditional bath additives are said by the report to be in decline, despite strong activity from manufacturers to try to liven up the market. However the shower products sector is compensating by showing very strong growth. The rise of 12 per cent to £86m in 1986 was almost wholly attributable to shower gels.

Retail sales of deodorants rose by 16 per cent last year to £135m, and the report says they are the most widely used of all toiletries, by both sexes. But Euromonitor say growth is unlikely to continue at this level, "given the increasingly uncertain economic climate, the recent lack of new development and absence of major new brands".

Euromonitor estimate the oral hygiene market at £196m for 1987 showing growth of almost 10 per cent. This it says is due to growth in three sectors, toothpaste, brushes and mouthwashes, offset by a decline in denture products. This looks to be very much the picture for the future as well. *Trends and Developments in women's cosmetics, mens toiletries and personal care products 1981-1991.* Euromonitor Publications. Tel: 01-251 8024.

This sore throat lozenge is extremely successful

24 THROAT
LOZENGES



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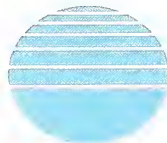
Merrell Dow®

Soothing Lozenges for Sore Throats

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24 THROAT LOZENGES IN STRIPS OF 8

This one sells almost twice as well

24 THROAT
LOZENGES



ANTIBACTERIAL

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Soothing Lozenges for Sore Throats

ANTIBACTERIAL
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24 THROAT LOZENGES IN STRIPS OF 8

Research shows that pharmacists who display Merrocets sell on average 85% more than those who don't. Display pays!

**Merrell
Medicines**
Confidence in pharmacy

Trademarks Merrocets, Merrell, Dow

MEROCETS ARE SUPPLIED IN PRE-PACKED DISPLAY OUTERS, AND DISPLAY MATERIAL IS AVAILABLE FROM MERRELL DOW.

Grocers take over half of nappy sales

The market for disposable nappies continues to grow, but, for the first time, 1987 saw grocers take over half the market, according to figures from the Disposable Baby Napkin Manufacturers Association.

The DBNMA values the market at £240m in 1987, representing 2,200 million units (1986 £225m 1,950 million units) and predicts growth to £285m — 2,500 million units in 1988, a sterling increase of 19 per cent. The association says the trend among mothers to disposables will continue, so that by 1989, 73 per cent of all UK nappy changes will be made with disposables (1987 65 per cent). Superabsorbent is said to be an important factor in continuing consumer growth, and are expected to account for half of all changes in 1988.

The DBNMA says that grocers are now responsible for 55 per cent of all sales, with chemist and drugstores now lagging behind on 39 per cent.

Free meal from Robinsons

Robinsons Baby Foods are supporting their infant and junior cereal ranges with an extra value promotion, running from the end of March. The promotion offers an extra serving in each pack of mixed cereal breakfast and baby porridge from the infant cereal range (130g for 120g), and fruit and oat breakfast from the junior cereal range (132g as 120g). *Colman's of Norwich. Tel: 0603 660166.*

Take four with BT

British Tissues have added 4-roll decorated Kitten Soft to their range of bathroom tissues.

The decorated 4-roll pack is now available in three colours: pink and white, green and white, and brown and peach. *British Tissues Ltd. Tel: 01-864 5411.*

The telephone number for Linda Farrow is 01-837 7420, not as stated in C&D March 5.



Cow and Gate go "to market"

The traditional nursery rhyme "This little piggy" provides the basis of Cow & Gate's new television campaign for their babyfood jar range.

The commercial, which runs nationally until May, features a mother and her baby playing the "this little piggy" game, introducing dishes from the range,

and ending with the final voice-over "23 more varieties than a baby has toes."

Cow & Gate, who claim that sales increased by 29 per cent during the last TV burst, say the campaign will reach 80 per cent of mothers with babies, on average six times each. *Cow & Gate Ltd. Tel: 02214 68381.*

Brooker's triple nappy plan

Booker are extending their range of Family Choice nappies to cope with what they see as a "three-tier" market.

While the existing Family Choice range will form a middle or standard range, a "super value" range will cater for the economy sector, offering two sizes — infant with a suggested price of £0.89, and toddler 10s at £0.95.

A Family Choice "ultra" range is designed for the premium

sector and is available in infant 10s (£1.15) and toddler 10s (£1.39) and 24s (£3.29).

"We have already seen certain high street multiples introduce this new 'three tier' approach to nappy sales," said Booker's own label marketing manager David Butcher, "and so now we have widened our own range, which offers a POR of up to 23.4 per cent." *Booker Health Ltd. Tel: 09323 54211.*



First Years Spring offers

The First Years are offering an early Spring price promotion on two products from their feeding range. The sure-grip suction bowl is reduced to £1.79 from £1.99 and the two-handle trainer cup by 20p to £1.49.

The company are also currently offering retailers a two foot wall stand in three styles — feeding items (£162.16), playthings (£161.95) or samples from across The First Years range (£21.95). The company says the retail margin is 35 per cent.

For further information, retailers should contact A.L. Simpkin & Co. Tel: 0742 348736.

Cacharel on offer

Cacharel are introducing a collection of fragrance accessories in a fabric design of flowers and birds in apricot, rose and green.

Offered free with every purchase of 30ml Anais Anais eau de toilette spray (£12.95) Trousse Reveries comprises a quilted bag with a waterproof lining and zip fastening. It contains miniature sizes of Anais Anais eau de parfum and voile de douceur, plus samples of Cacharel's latest fragrance Loulou and the masculine fragrance Cacharel pour L'Homme. With purchases of 50ml Cacharel pour L'Homme eau de toilette spray (£15.00) there is a grey toiletries bag with zip fastener also containing samples of the masculine and feminine fragrances. *Parfums Cacharel. Tel: 01 937 54 54.*

Twin tissues

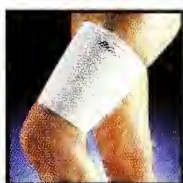
Scott Ltd are running a banded-pack offer on Scotties.

Designed specifically for chemists, independent grocers, and CTNs, the deal offers twin packs of Scotties Regular 150s White with a retail price of £1.19, a saving of 9p on the price for two packs. *Scott Ltd. Tel: 0342 27191.*

Go West

P T Marketing Services are introducing a new brand of chewing gum.

West chewing gum (£0.10) comes in nine flavours and is packed in outers of 20. *P T Marketing Services. Tel: 01-204 0129.*



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Top Quality Support...



...Whatever the Sport

Sportsmen and sportswomen can rely on you the pharmacist for advice and recommendation on the best products to choose in the event of an injury requiring support and protection. They know you have the knowledge and experience to help them.

The product you can rely on is Pro-Sport, the brand leading range of supports for a wide range of common sports injuries.

TECHNICALLY SUPERIOR – HYGIENIC – STRONG – VERSATILE . . .

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SHOWING OFF

Pharmacists who start breaking down the barriers and cleaning up their act stand a good chance of doing well in a market that is full of opportunities.

To take advantage of the potential in photographic sales it seems retailers need to come out from behind their counters and present a clean, friendly store.

Counters and cabinets are out and self selection and freedom to pick products up and try them are in. It's a theme that runs through the new photo retailing images being presented by Boots and Kodak.

Boots are to open the third of their specialist Photocentres in Harrow in June. The first was opened in Epsom followed by a second in Hove. Alan Bowe, business general manager for sound and vision at Boots, told *C&D* that the philosophy behind the new stores is "photography without the fuss". For that reason the emphasis is on 35mm.

Although all Boots outlets offer a photographic service they are finding that some of the smaller stores are unable to cope with the expansion that has taken place over the past few years particularly with boom in compact cameras which has brought 35mm photography within the reach of a wider audience.

In theory, says Mr Bowe, Boots have looked to site their new Photocentres close to existing Boots stores but that is not always possible. And they are not afraid of competition from existing photographic outlets. In fact, says Mr Bowe, experience shows that Photocentres do better where there is some competition from other outlets selling photography. "Possibly because the public are already accustomed to the sort of service available and we then aim to do it better."

Open display is the vogue

The Photocentres offer film, compact cameras and a minilab processing service. They also sell video tape and photo accessories.

Inside the shop products are mostly on open display. There is an emphasis on information. Panels adjacent to camera displays, for example, give hints on what to look for in a compact camera and each camera has a "fact tag" attached to it. There is one member of staff on hand in the camera area full time, mainly because it is there that people most often ask for advice.

Boots have had trouble with cameras on open display being stolen particularly in Epsom where organised gangs operated. They have overcome the problem to a large extent by installing closed circuit television. "We considered other methods such as loop alarms and security tags," Mr Bowe explained, "but these were felt to make the shop look too overtly security conscious and might imply that everyone was assumed to be a thief. We did not want to detract from people feeling free to pick products up which is one of the major attractions of the stores. It's a very difficult balance between giving people what

they want and safeguarding your investment."

A minimum of 24 compacts

Each Photocentre stocks a minimum of 24 models of compact cameras with prices ranging from around £18 up to £200. 35mm film is displayed on racks with alternatives such as 110, 126 and disc on a gondola. Mr Bowe said that there is a much higher proportion of black and white film sold through the photo stores than traditional Boots outlets and people are realising black and white can be fun. The company is also developing processing for Ilford's XP1 black and white film which can be put through colour chemistry.

Each photocentre has a minilab at the back of the shop. These are run on the same basis as the 200 other minilabs operating in Boots pharmacies throughout Britain, ie staff from Kodak and Colourcare who handle D&P for Boots come in and run the labs. The minilabs are also linked to a dedicated "mother lab" to process enlargements, etc and help out when demand is heavy.

Kodak's national sales manager for consumer products, Peter Blackwell, also subscribes to the idea of a clean, friendly retail environment. Indeed the latest design concept for Kodak's Premier outlets (a shopfitting package available to specialist photographic dealers but not to pharmacies) is to do away with counters and, much like Boots' Photocentres, have products on open display.

It might be difficult or impossible for independent pharmacies to follow Boots and others exactly by removing counters and giving their shop a completely new look but there are some ideas they might be able to borrow and adapt to their own advantage.

Counters are a barrier and attract clutter, says Mr Blackwell. "What we would like to see in any pharmacy is a clearly identified photographic section. Any chemist where customers have to ask if they do film or D&P is wasting time.

"You cannot put film under counters or in a corner and make it successful. It's an impulse purchase." In June, July and August and at Christmas, at the very least, films should be out on display. Self service is very important for this type of product. "The prescription queue in a pharmacy must be a Godsend because people waiting for their medicine will often browse and that's when they buy on impulse."

Most people know what film they want and pilfering is not as much of a problem as it might be with batteries, for example, particularly with the larger blister packs of film. That said, Mr Blackwell feels pharmacists are already doing a lot right in displaying other goods for self service.

Similar ideas can be applied to cameras. It may be that for reasons of security they are better displayed in a cabinet and in Mr Blackwell's opinion it's best to keep the range small initially. But more and more, particularly at the cheaper end, cameras are also being packaged for self service display.

Competing on price is less of a problem for pharmacies nowadays too. Not only are there some very cheap cameras around but for compacts particularly there are recognised price points where, for each set of features on the different cameras, there is a fairly standard price customers expect to pay.

Cameras and film also give further opportunities for sales. Cameras will bring continuous repeat business — the average user buys six films a year. Mr Blackwell adds that all a pharmacist has to say when he sells someone a camera is something like "make sure you bring the film back to me when it's finished and we will look at it when it's processed to make sure you are using the camera correctly."

And there are three opportunities to sell every time a customer wants a film — when they buy the film, when they bring it back for processing and again when they come to collect their prints.

Opportunity knocks

Terry Norris, commercial director of Sangers Wholesale, echoes the feelings of many photographic suppliers and manufacturers that there are plenty of opportunities in the market for independent pharmacies.

Independent pharmacists were the focal point in the development and growth of film sales and, allied to this, the D & P market. But Mr Norris warns this early lead is in danger of being lost unless there is an effort to build on the position held by chemists.

Some independent chemists have successfully expanded their film sales and D & P into allied areas that serve not only to build profits, but equally important, build recognition as a photographic centre, selling a range of cameras and accessories, which include flash, batteries, (including those for hearing aids), photo albums, frames, magnifiers and hobbyist gadgets. And there are others, who recognising the trend from photography towards electronic imaging, have extended into VCRs, camcorders, video tapes and accessories. Although for a majority such development may at present be just a gleam in the eye, it is important to recognise the way the market is moving.

For those yet to take their first step into the photo market, it is possible to make haste slowly, as nowadays there is a fair choice of reputable cameras retailing under £30, which can satisfy a sizeable proportion of the market. And once in this market growth will follow.

How to stay two jumps ahead.



On the left the most stylish low priced camera in the world.

On the right, the world's best colour print film.

Both of them perfect for the summer.

The Jump is our new water-resistant camera aimed at the style conscious. People to whom the looks of a camera are as important as its performance.

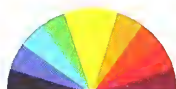
And the Jump performs extremely well. It even has a date facility.

There are four colours available:- pearl blue, pearl yellow, red and black.

With SR-V 100, there are all the colours under the sun available.

And it's on TV this summer so make sure you've got plenty in stock.

It's the perfect package for leap year.



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Getting in the picture

Compact cameras are still performing strongly and the gap between 35mm compact and single lens reflex camera is narrowing with more and more features being crammed into compacts and manufacturers making SLRs even easier to use by automating functions.

Ian Wareham, general manager, photographic research at market researchers GFK, says that more than three million cameras are sold through retail outlets and a significant number go through non-retail outlets. But within that independent chemists are "totally insignificant" — they tend to sell 110, Disc and the cheapest compacts.

Mr Wareham sees the poor showing by pharmacists as a major pity and he is sure they could do better. There are many areas in Britain which cannot support a specialist camera shop which usually needs a catchment population of some 15-20,000 people to make it viable. In places with fewer people than that Mr Wareham feels there is a good opportunity for pharmacies to sell cameras.

Something else in pharmacies' favour is the trend towards compacts. Mr Wareham says the market is rapidly moving towards a situation where two out of every three cameras bought will be a compact. He adds that arguments about not being able to compete on price no longer wash because there are some extraordinarily cheap cameras around and with more and more wholesalers putting an emphasis on photography it is really just a question of pharmacies deciding to stock the products.

To many people's surprise 110 cameras are making something of a comeback with new launches this year including products like the Gimini to be available next month from Kodak (see *Counterpoints C&D* January 9), Halina's recently launched Sprite and the Dolphin "waterproof" 110 camera from David Anthony Pharmaceuticals. The renewed interest in this format, at one time thought to be declining quickly, might be because there are more young people coming into the market and the cost of a 110 camera is often lower than Disc.

The designer sector also seems to be doing well. Alan Dobbs at Keystone Camera estimates that of the 350,000 disc cameras sold about a quarter will be their Le Clic

cameras, and the brand is expected to account for about 15 per cent of the 700,000 or so sales of 110 cameras and just over 7 per cent of the almost 2 million compact cameras expected to be sold this year.

Initially Le Clic cameras were additional purchases but now, says Mr Dobbs, are probably alternative purchases although there is still an element of additional purchasing. As the shift in purchasing occurs Le Clic are expanding into other areas branding products like sunglasses, umbrellas, etc. And although other manufacturers have come into the sector with fashion orientated cameras Mr Dobbs feels Le Clic still has the edge because they were first, so the name is still strong.

Support for the Le Clic range this year includes in-store display competitions, sampling offers, competitions in consumer Press and a consumer advertisement to be unveiled next month. The cameras also appear at trade shows around the country. New products include the recently launched Le Clic 35mm Autowind and another camera launch is planned for the Summer.

J.J. Silber say their recently-launched 35mm autofocus compact camera — the Panasonic 420 — is to be the linch pin of Panasonic's advertising campaign and is to feature in a consumer promotion to run through the Summer.

Zooming in

Hanimex say 1,090,546 of their Disc, 110 and 35mm cameras were sold in 1987 — double the number sold in 1986.

At the top end of the compact market it looks as though the zoom lens compacts are here to stay with more manufacturers launching compacts with the feature.

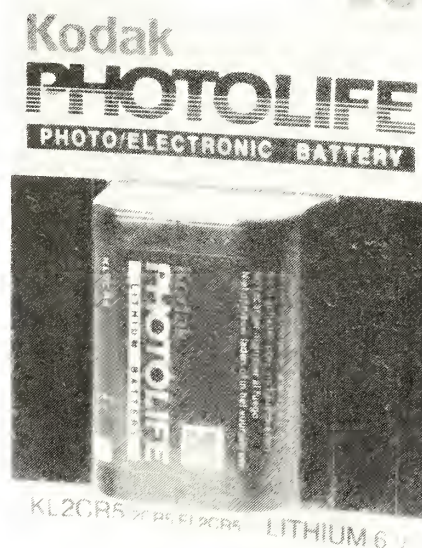
Pentax, who were first to launch in the UK with the Zoom 70, have added a second model in Japan to sell alongside the original. Called the Zoom 70S, the new camera has some extra features including slower shutter speeds, wider metering range and flash cancellation option. No decision has been made about launching the new model in the UK, say Pentax.

Faced with competition from other manufacturers, Pentax remain confident that they will continue to do well with the Zoom 70. The company says being first in the market has

been an enormous advantage. "Not only did we corner last year's sales, but we've had almost a year extra to see where technology and consumer demand will take us."

One step back as it were from the zoom lens compacts are the twin lens models also still being launched. Kodak plan to enter this area with the S900 Tele (see *Counterpoints C&D* March 12) which gives a choice between a 34mm wide angle lens and a 62mm "telephoto".

Kodak are also soon to launch their version of the disposable camera. The Kodak Fling 35 is expected to sell mainly to people on a day out who have forgotten to bring their camera or for use in places where their regular camera might be damaged such as on the beach, while sailing or skiing.



Kodak's new 6v lithium cell (£9.95) is designed for advanced 35mm cameras including decision free compacts

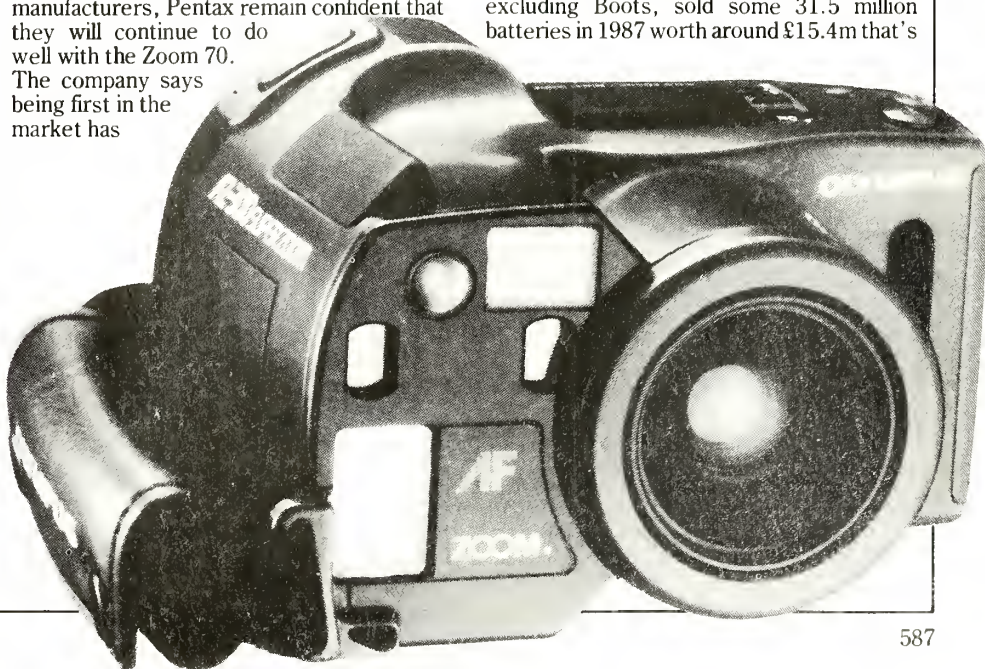
Power play

The battery market was estimated to be worth some £220m last year.

Kodak calculate that pharmacies, excluding Boots, sold some 31.5 million batteries in 1987 worth around £15.4m that's

Bridging the gap

The aptly named Olympus AZ-300 Super Zoom (right) unveiled in the United States last month takes the power zoom compact camera concept to new heights. Olympus describe the camera with its 38-105mm zoom lens as having a multi function, high performance capability on par with single lens reflex cameras including features like continuous shooting, spot metering and auto zooming. Despite that the camera is claimed to be "astonishingly easy to operate". In the UK, where the camera is expected to appear in limited numbers in the Summer and be widely available by next Christmas, it is seen by Olympus as a family purchase: it is claimed to be easy enough to be used by inexperienced photographers but to have enough sophisticated technology to satisfy the camera buffs



A PICTURE FR IS WORTH 10

The picture you see on the right is one of the many thousand million pictures that have been developed on a Noritsu Quick Service System.

First introduced to the world in 1976, the Noritsu QSS was soon to revolutionise the art of photography. A complete photographic laboratory that took film at one end and delivered colour prints at the other, just 40 minutes later, the QSS was indeed a photographic miracle.

Some 12 years later that revolution has seen many technological advances including the introduction of micro-processors and more recently colour scanners, which further simplify the operator's workload.

In all this time, one company has stood supreme as the pioneers of the world mini-lab market. That company is, of course, Noritsu.

The fastest thing on four legs

The Noritsu QSS 1001 is a highly compact mini-lab package comprising film processor and printer.

It is a 'waterless' system using rapid access chemistry, which requires no water drainage and reduces film processing times. Indeed, the complete process is dry-to-dry in only 19 minutes.

However, it was never our intention with the launch of the QSS 1001 to score seconds over the competition. The working practicalities of the QSS 1001 go way beyond matters of speed and film processing times.

A very smooth operator

What the QSS 1001 combines to offer better than any other mini-lab currently available is superior quality printing with greater ease-of-operation.

So much so that training now takes hours, when it used to take days.

In operation, the QSS 1001 is a positive joy. Once the machine has been programmed, the QSS 1001 will happily process batch after batch of colour print film. For example, in an eight hour day, the QSS

1001 can comfortably handle up to 250 rolls of film.

Quantity yes, but with the utmost quality too. The Noritsu QSS 1001 prints to such a high professional standard that even the 'trained' eye can't tell the difference.

How do we achieve such superb quality?

For the complete picture, read on:

HERE TH

The printer's best friend

With the introduction of the new QSS 1001, Noritsu have made a significant step towards the fully automatic, one button, full colour scanner mini-lab.

The beauty of the QSS 1001, however, is not that it makes the operator redundant, but that it provides him with the utmost flexibility in operation.

With the QSS 1001 the operator can select the options that suit him best - be they varying picture widths, different printing channels or indeed colour scanner printing. And because every single operation is computer controlled, he can't go wrong.

Choose from 6 different paper widths

One of the most frustrating operations in running a mini-lab is changing the paper width settings.

With the QSS 1001 this can be achieved in a matter of minutes saving precious time and money.

Furthermore, the operator has a choice of up to 6 different paper widths from 3¾" to 6".

As well as producing standard size prints, therefore, the operator has the flexibility to print enlargements on the same machine. The extra business pull that this offers needs no explanation.

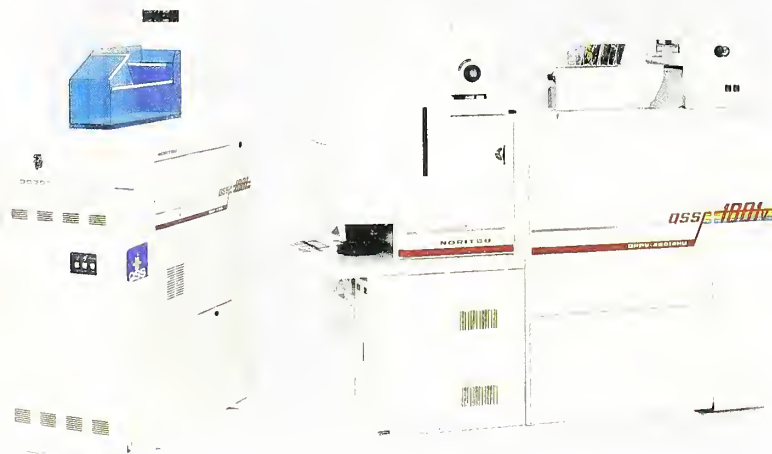
In operation, the paper printer is simplicity itself - all the paper is magazine loaded and the paper masking is fully automatic ensuring maximum picture image on every print.

To make life even easier for the operator, each single frame is automatically 'deadheaded' using white light and dycroic filters.

Select the channel you want without switching off

The QSS 1001 has over 1200 different printing channels.

What is significant, however, is not the four figure number but the degree of flexibility this offers



OM NORITSU 01 WORDS.

There are 8 different manufacturers' channels. Coinciding with these, there are 4 different sensitivity channels for each make of film. These are operated in conjunction with 40 general channels, so the operator has ample freedom and flexibility to print any make of film on the one machine.

Film formats too are never a problem. The QSS

HEY ARE.

1001 will print all the major film formats including 135, 126, 110, 120 and Disc.



The QSS 1001 never forgets

An interesting development on the QSS 1001 is the inclusion of a master memory I.C. card. Essentially, this records all the information programmed into the machine. Balances, temperatures etc. are all stored on this handy little card.

So, if the machine is tampered with and balances are altered, the operator can return immediately to the original settings, simply by inserting the I.C. card.

Now sit back and relax

There are times when the operator will require extra assistance with the printing process. This could be either because he is new to the process or because his workload is stretching his concentration. When this happens he has the option to make use of the colour scanner.

By 'bracketing' film exposures, this effectively reduces the room for operator error. Thus maximum quality is maintained at all times.

A tidy operation in any situation

All the maintenance on the QSS 1001 - checking filters for cleanliness, mixing chemicals etc. is carried out on the side facing the operator. This means that the machine can be tucked away neatly into a corner, thereby reducing the costly floor space needed to run such a business.

Indeed, per square foot no other mini-lab system offers such high profit potential.

So, you are assured of a quick return on your investment. Which, in an economic climate of high interest rates, can be a crucial consideration.

Further developments

The QSS 1001 is just one member in a continually expanding family of mini-labs. We are shortly to introduce the new QSS 1201, the bigger brother of the QSS 1001.

And for those interested in high volume, high speed photoprocessing, this Autumn sees the arrival of the new QSS 1101 City-Lab, capable of processing up to 1000 rolls of film per day.

For further information on the QSS range, cut out the coupon below.

Noritsu

One word that's worth 1000 pictures

To: Noritsu (UK) Ltd, Chapmans Park Industrial Estate, 378, High Road, Willesden, London NW10.

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Company _____ Position _____

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Negative thinking

a 16 per cent value and 13 per cent volume increase on the previous year. However, they do not see the market as a whole moving that briskly. In terms of value Kodak estimate sales have increased by some 1.4 per cent comparing 1987 with 1986 but they estimate volume has dropped by some 2 per cent for the same period.

Ever Ready view the situation differently. They estimate the market has grown by some 15 per cent in value year on year. Their brand share in pharmacies including Boots is some 20 per cent by value and 22 per cent by volume compared with 48 per cent and 51 per cent, respectively, in the total market.

Duracell still claim to dominate the alkaline sector and say alkaline now accounts for 70 per cent of battery purchases in the chemist and photographic sector. In multiple pharmacies Duracell say they have a 69 per cent sterling and 65 per cent volume share and in independents their share is 61 per cent by value and 54 per cent by volume. Pharmacies excluding Boots account for around 11 per cent of the battery market.

Sponsorship seems to be the name of the game as far as promotions go for Duracell and Ever Ready this year.

Ever Ready are again sponsoring the Derby to run on June 1 with a package worth some £5m. The company also plans an off-pack promotion via door to door leaflets. It hopes to raise £25,000 for the Riding for the Disabled Association.

'Sponsorship seems to be the name of the game for Duracell and Ever Ready'

Competitions in *Woman's Own* and the *Daily Mirror* are planned and a "roadshow" linked to the Derby will be visiting major shopping centres around Britain giving away T-shirts, etc. The show sets off early next month and finishes up at Waterloo Station in May.

Duracell meanwhile are heading out to sea. They are sponsoring the 1988 Royal Lymington Cup, claimed to be Britain's premier yacht match racing event. They say their sponsorship is worth close to six figures this year and if all goes well hope they will be top of the list of possible backers for 1989.

The races are to be televised in four half-hour programmes due to be screened on Channel 4 on consecutive Tuesdays starting on May 24.

An on-pack offer of a free mini torch currently backs Kodak's Xtralife alkaline batteries with POS material available for a range of the company's batteries.

In the United States Kodak have had a problem with their 9V lithium battery used in a flashlight designed by Black & Decker.

A ten year shelf life had been claimed for Kodak's Ultralife batteries but there is now some doubt about that and they have been withdrawn in the US for some technical re-adjustment, a spokesman for the company in the UK told *C&D* recently. In the US Black & Decker have withdrawn their flashlights and are delaying shipping their smoke detectors — both designed to use Kodak's lithium cell — while the problem is sorted out.

Kodak say there is no problem in the UK. According to a recent report in *The Wall Street Journal* Kodak say the storage life does not affect the use life in the majority of common applications such as toys and radios. "Use life" refers to the length of time a battery actually powers a device.

Around 100 million films are sold by retail outlets in the UK, according to market analysts GFK, and pharmacies excluding Boots account for some 20 per cent of sales.

GFK's Ian Wareham told *C&D* that between two thirds and three-quarters of pharmacies sell film. But he does not see why the figure is not 100 per cent. He says film is the kind of thing people like to be able to buy from convenience outlets. And selling film goes hand in hand with offering a develop and print service. He says "it takes a very small amount of space to display some films and hang up a D&P bag and there cannot be many more cost effective ways of using space."

Judging by the films they processed last year Regency Film Services anticipate the average mix of film to be processed at their laboratories this year will break down to something like 69 per cent 35mm, 20 per cent 110, 2 per cent 126 and 9 per cent Disc. The company concludes that the decline in Disc is slow but sure although the throughput of Disc film is not expected to fall below 5 per cent before 1990. Apart from the usual Summer holiday jump of a few per cent in 110 and 126 films, Regency feel these sizes will continue to lose market share because of the onward march of better quality 35mm compacts which could have an 80 per cent share of the market by the end of the decade.

Kodak estimate that total UK film sales last year were worth about £200m. They say that share for their Gold film has increased by 5 percentage points since last year and that the Kodacolor brand outsells any other by 3:1. In high street chemists they claim Kodacolor outsells any other brand by 5:1.

Kodak have a £10m promotional budget for all their products this year — as part of that Gold film will be back on television in two new commercials with an Olympic theme linking in with Kodak's sponsorship involvement in this year's games. Radio and Press advertising are also planned. Twin packs of Kodachrome 64 and Ektachrome 100 carry an on-pack offer of a Staedtler foto pen.

Konica have been pleased with the performance of their ISO 100 SRV colour print film launched last year and say that television advertising for the brand will be increased to

cover some 27-30 per cent of the UK market this year probably using TVS.

Hal Briscoe, managing director of Photoplus, who claim to be brand leader in the process paid colour print film market, believes that this type of product will eventually catch on in the chemist sector.

The company currently sells its process paid films, which are made for them by Agfa or 3M, mainly through supermarkets and non-traditional photographic outlets. Mr Briscoe sees the mail order sector of the D&P market as still very strong and on price he feels his product at around £3.49 for a 24 print colour film and processing is very competitive.

Mr Briscoe sees price and convenience as the overriding factors in selling film and D&P. With his film the D&P envelope is supplied so people need make only one visit to a shop to buy their film, they do not have to go back to send it off for processing nor do they have to return a third time to collect the finished prints. Photoplus, who do own label film processing for some of the large retailers, are moving into a new four acre site with increased processing capacity in North Manchester.

Agfa, who this year dropped the "Gevaert" from their corporate identity, are sponsoring the European football championships with banners advertising the company at major football fixtures.

Recently Agfa UK's corporate affairs manager Phillip Miller said that the company has been regarded as something of a "sleeping giant". Because much of the company's business is industrial rather than consumer there has been little need for a high public profile. The sponsorship is the first stage of the giant waking up, he said.

Fuji film has around a 12 per cent share of the UK film market, say distributors David Anthony Pharmaceuticals. This year the brand is to be supported by television advertising from June to August and by national Press advertising from next month.

David Anthony are offering chemists twin packs of Fuji's 35mm HR100 24 and 36 exposure films with 50p-off next purchase vouchers redeemable only at chemists. Fuji's Quick Snap disposable camera is on offer at lower rsp this year — £4.99 for 24 prints.



POS supporting Kodacolor Gold's on-pack offer

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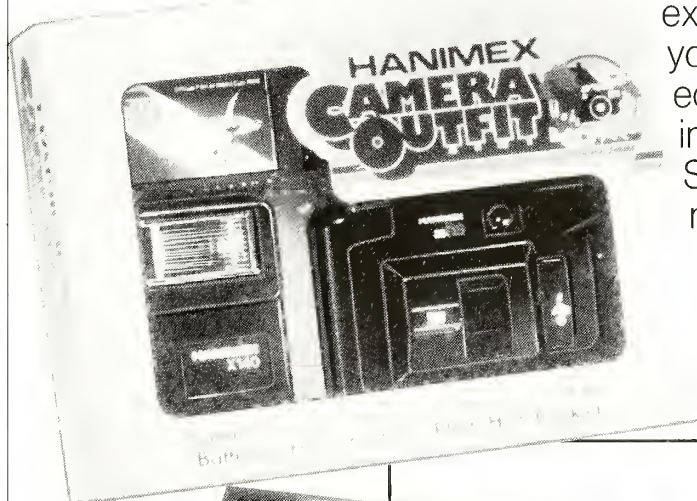
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In an instant

Polaroid say their instant film has a 5 per cent volume and 14 per cent value share of the UK market. For instant cameras their share is put at 4 per cent value and 5 per cent volume.

Through pharmacies, other than Boots, Polaroid claim a 7 per cent value, 2 per cent volume share for their film and a 5 per cent value, 4 per cent volume share for cameras.

The company is confident about its future and sees growth in the camera market coming partly from multiple ownership which they say will suit them: "Polaroid instant cameras have nearly always been used as an alternative camera: 83 per cent of instant camera owners also own a conventional camera."

Polaroid's business saw a boost after Kodak withdrew from the market. Although the effect of that has now ended Polaroid estimate that sales of instant cameras are still 30 per cent higher than four years ago.

Film sales have done well too. In the two years to date the number of films sold has increased by a third, says the company.

Polaroid plan to back products with PR activity again this year and the business specific advertising is to continue with a Press campaign being run for longer in 1988.

A money-off holidays offer backs the cameras this Spring with further promotions to follow.

A new instant camera the Image E, with fewer features than the original Image, is being launched to sell for under £100. Image technology is also to be incorporated into existing 600 film.

A force is with you

Independent pharmacies will find themselves being given more attention by at least two photographic companies this year.

Kodak and Konica are setting up sales forces to call on independents. Kodak's four strong team is just completing its first eight week call cycle and Konica are recruiting their sales force which they hope will be up and running by the Summer.

Konica's sales manager Kevin Day told C&D that he hopes to recruit four people who will eventually be making regular calls to around 600 to 650 chemists. The plan is to start with the larger businesses and to transfer orders through wholesalers. In the past Konica has made calls to pharmacies but it has been with one-off special promotions rather than on a regular basis.

Mr Day says the sales force will be offering pharmacists who do not stock Konica film "an offer they can't refuse" revolving around the Jump Date camera. Cameras and video tape will also be on offer.

After looking again at their business through pharmacies Kodak wondered if, with the recent increase in the numbers of independent pharmacies, they were having enough influence over photographic sales.

The company was already dealing with 1,000 direct accounts via reps from their existing 26 strong consumer sales force.

Around 20 per cent of Kodak's amateur photographic products business goes through independent chemists (ie excluding Boots and some bigger national chains). That's similar to

chemists' share of the UK film market, and compares with the 14 per cent of Kodak's business done through independent photo outlets. The big difference is in numbers of outlets — there are 8,000 or so independent chemists and only about 1,500 independent photo shops.

In the chemist sector the problem was that to call on many more direct accounts would increase costs too much but Kodak felt a need to establish closer contact with the burgeoning independent sector. Their answer has been to set up a sales force that will call on independents and transfer orders through wholesalers, thus taking advantage of the excellent delivery network already in place, explains national sales manager for consumer products, Peter Blackwell.

The reason for establishing the new sales force rather than letting wholesalers do the selling is that Kodak want to do more on the selling side than they felt wholesalers could offer.

At the moment there are four chemist reps — covering Kent, Greater London, the Home Counties, West and North West Midlands — with a fifth being recruited to cover Edinburgh and Glasgow.

Kodak's aim is to be able to eventually visit some 4,000 pharmacies "but we are learning to walk before we can run," says chemist sales manager Steve Jones.

Similarly in deciding what size orders to expect from chemists and how to encourage them to order through their representatives Kodak are to an extent still feeling their way.

During a pilot run last Autumn 1,800 calls were made "and we were surprised at the level of orders we got," says Peter Blackwell. An offer of a free watch with orders of a certain size went down very well.

Kodak decided to go for free gifts with orders rather than discounts because the discount route has been shown in the past to do nobody any good. "Discount orders just lead to a price war. Everybody wants margin. But so do we," says Mr Blackwell.

There are some wholesalers Kodak will not be transferring orders through (ones Mr Blackwell describes as "sundries wholesalers") but certainly the main ones like Vestric, Unichem, Macarthy, ICML and photographic wholesalers will be used.

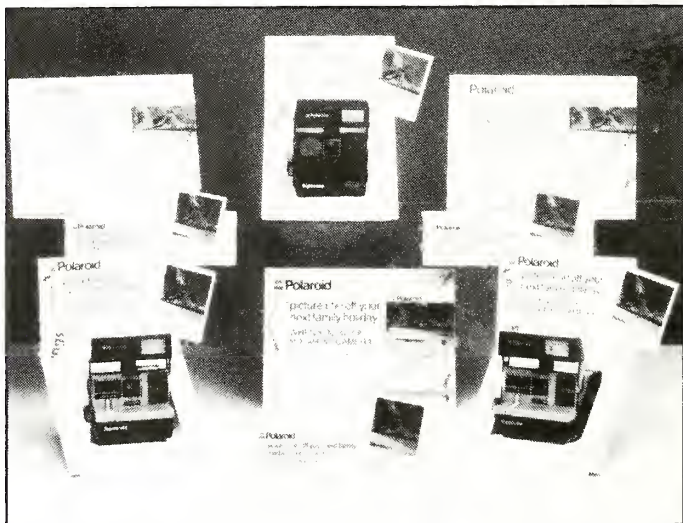
Kodak are also experimenting with some of the wholesaler order terminals. They have

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Point of sale for Polaroid's Spring promotion. Consumers buying an instant camera before June 30 can qualify for up to £50 off their holiday. There are also special offers on film and video tape from Polaroid



a terminal from Vestric and Unichem at their head office in Hemel Hempstead. Orders are sent there by reps and then to wholesalers using the terminals. This helps Steve Jones to monitor what's being ordered, plus it allows the company to learn about the technology. And it may be that eventually reps will be equipped with wholesaler terminals so they can input orders directly.

Developing an idea

Last year consumers spent around £330m on having their films developed and printed. Kodak estimate that in 1987 more than 87 million films were processed and the D & P market continues to grow at over 5 per cent a year.

Regency Film Services have been installing new equipment at their processing laboratories with over £0.5m spent on printing and processing machines for their Enfield laboratory and a further £370,000 worth of new equipment on order for this year. The Enfield lab deals with Regency's 24 hour service which now accounts for 90 per cent of the work processed by the company.

Prices of their 48 hour 7x5in print service have been reduced and POS material has been designed to back the promotion. The company

is also bringing out new packaging for its own label films this Spring, and a promotion offering prizes including a car is planned for the Summer, says the company.

Kodak are supporting their Colour Check photoprocessing quality control scheme with a dealer promotion, and linking the service to a bid to raise money for Great Ormond Street Hospital for Sick Children (see *Counterpoints* C&D March 12).

Fotocolor are running a series of consumer promotions designed to attract new and existing customers for dealers during times of traditionally low demand for D&P services. Following the Christmas half price offer on poster prints an offer of a 7x10in enlargement complete with frame and gift box for £5.95 runs until April 9. POS, hand-out leaflets and local advertising are available for dealers to help promote the offers, say Fotocolor, who service over 500 chemist and photographic outlets in London and South East England.

A range of own brand DX coded film is to be launched for the Summer packaged in Fotocolor livery, and demand for two other services is being tested. The first is transfer of slides prints or cine film onto video tape complete with music, titles and captions. The second is a service to give prints on a wooden frame, heat sealed and laminated.

The minilab advance continues — Kodak estimate there are some 450 machines operating from a variety of outlets including pharmacies. The company says that of the 150 businesses that have taken up their Express minilab package launched last year around 10 per cent are pharmacies.

This year they have launched the Express

centre which is a self contained photoprocessing shop that can be sited within an existing retail outlet. The package includes a Kodak minilab system 20, the shop including floor, roof, signage, merchandising system and counters, installation of the minilab, staff training, merchandising with products and promotions, plus benefits and features associated with the Kodak Express quality control service. The Express shop takes up 130 sq ft of floor space.

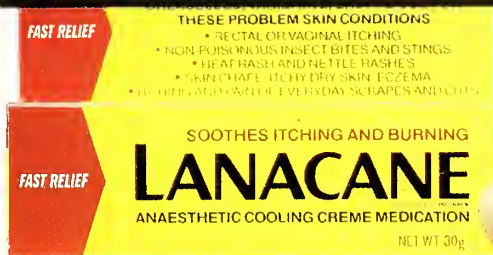
Retailers will have a chance to see the set up as it travels around the country in a roadshow. Next month it is to visit Cardiff, Swindon, Devon, Nottingham, Stirling and Belfast.

Also on the road is Konica's Nice Print minilab system. Their roadshow is to visit Southampton, Leicester, Manchester and Glasgow in April and May and finishes up at the Photography at Work exhibition in Harrogate, May 16-19, where the full range of Konica products will be on display.

Fuji say about 16 per cent of all UK photoprocessing is now handled by minilabs and predict that the proportion could increase to 25-30 per cent by the end of the decade.

The company says the type of outlet using minilabs to process film has significantly widened. They, like other suppliers, offer a complete minilab package including equipment and training. The company is also putting together a Fuji minilab business manual which they say will cover "everything you need to know about setting up and running a minilab business". The manual is to be available shortly to those buying the company's machines.

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Specific Products for Specific Problems

In the late 1940s the legislation defined a pharmaceutical service as purely a dispensing one. That is still the case after 40 years and must be changed, said Pharmaceutical Society vice president Marion Rawlings last weekend.

"We have been told by the Department of Health that we cannot be paid for the advisory function while the pharmaceutical service is defined as one of supply," she told 40 rural pharmacists at their conference at Cheltenham.

Pharmacy practice can be divided into three parts: supply, advisory and supervisory. The problem with the supply function is that it leaves no room for professional development, said Mrs Rawlings. With increasing numbers of original packs it has become more mechanical, and is likely to continue to do so.

The situation facing the Nuffield Inquiry was that it costs £20,000 to train a pharmacist, and if all they were doing was fulfilling a supply function, was it worth it? "Fortunately for us Nuffield saw the way forward as a development of the advisory role. In doing so the Inquiry placed a vote of confidence in the profession. But if you want to be melodramatic you could also say that it granted pharmacy a reprieve," said Mrs Rawlings.

'...Nuffield granted pharmacy a reprieve...'

Nuffield saw the advisory role in two ways: firstly advising other health care professionals, and in particular doctors; and secondly as giving advice to the public. The ability to monitor the supply of medicines on demand and determine the course of self-medication are specific to the pharmacist, she said. Only a small proportion of the population goes initially to the doctor for treatment — the majority attempt self-medication first.

"There is a great need for co-operation between doctors and pharmacists in this area. The GP, who has overall care of the patient, has virtually no idea of what medicines he or she may be taking, and little or no knowledge of the formulation," said Mrs Rawlings. "The medical profession may not be aware of how much we take off their shoulders, but perhaps it is time they did know and acknowledged our contribution to health care."

The two aspects of supply and advice on medicines are of necessity linked together and should be provided as such. To undertake one without the other is to deny individuals the service which they have the right to expect, she said. "But there are two sections of the community

Advisory role needs legal backing?



Pharmaceutical Society vice president Marion Rawlings.

which are so deprived, which do not have access to pharmaceutical services. One is those who live in what are defined as rural areas who receive a dispensing service only, which is probably less subject to accountability than any other service within healthcare.

"The other section of the community which does not have the benefit of a pharmaceutical service are those that cannot attend the pharmacy to receive it, mainly an increasingly large number of elderly people. Our advisory service is only supplied

to those who are fit enough to come to us, and that is surely a contradiction in terms."

Nuffield saw the requirements of the supervisory function were too rigid and needed to be redefined, said Mrs Rawlings. "It is a pity that the word 'relaxation' was ever used because it implies a slackening and laxity that is very far from the truth. It may be harder to meet the demands which your profession will make of you than it ever was to fall back unthinkingly on the cushion of legislation."

Funding needed for research into pharmacy

A plea for funds to support research into rural health care and community pharmacy was made by Professor David Marsland (right) of the Brunel Institute of Organisation and Social Studies.

He has applied for a £25,000 grant from the £300,000 allocated to the new Primary Health Development Fund to support a three part survey into rural dispensing and pharmacy in six counties, he told the conference.

"The recent White Paper on Primary Health Care emphasised the importance of improving health care in rural areas," he said. "The project I have in mind would look at improving the



pharmaceutical service and dispensing in rural areas."

The first part of the proposed survey would look at demographic structure and trends in the six counties, along with the existing

health care services. Three villages in each county would then be chosen and 150 villagers from each asked to provide information via face to face interviews and questionnaires. The third phase would involve meetings and discussions with key people such as local politicians, FPC administrators, pharmacists and doctors.

The main findings of studies Professor Marsland has already carried out show that rural pharmacists are ready for the extended role put forward in the Nuffield Report, and for improved co-operation with doctors. But that co-operative attitude is not found among GPs and there is an urgent need to re-appraise relationships between rural GPs and pharmacists. There is also considerable scope for saving money in the provision of dispensing services.

"Until further work is done to refute the study carried out by Brunel, then I think the results stand," said Professor Marsland.

Social science is an essential tool for monitoring policy and practice, he said. Community pharmacists are a particularly interesting occupational group because the mixture of trade and professionalism epitomises a mixed economy. The community context of pharmacy is important, as is consumer perception of it, because in the last resort it provides the only possible criterion for assessing the pharmaceutical service.

£25,000 grant sought for rural study

Involvement in the local community is fundamental to rural pharmacy, he said, and further research is needed. Dispensing needs to be organised efficiently and economically, and neither the Nuffield Report nor the White Paper on Primary Health Care took any account of any empirical research on rural dispensing — nor could they since little appears to have been undertaken.

"I cannot see why a significant proportion of the large research budget should not be spent in these areas. More needs to be done to investigate community pharmacy as a whole. Compared to other professions there has been remarkably little research on pharmacists. The profession ought to be encouraging such research. Social research is one of the most important ways professions and other restrictive groups can advance their causes. Any group which neglects this research front is giving ground by default to its rivals. There is an important positive story about pharmacy that needs to be told which is currently being ignored," said Professor Marsland.

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RURAL PHARMACISTS ASSOCIATION



At the RPA reception on Saturday night (left to right): Miall James (Essex); RPA secretary John Davies; the Mayor of Cheltenham, Councillor Gil Wakeley and RPA president Mervyn Madge. Opening the conference on Sunday Mr Wakeley praised the advice and help community pharmacists were able to give

Over £70m of drugs 'wasted' each year

By extrapolating figures from a recent DUMP campaign in Buckinghamshire Keith Jenkins put the national cost of overprescribing, poor patient compliance and inadequate scrutiny of repeat prescriptions at £70m a year.

He estimated uncovenanted profits from doctor dispensing at £60m, based on a discount of 24 per cent from a reputable generics manufacturer.

Similar uncovenanted profits made by pharmacists using parallel imports were put at £35m. This amounted to nearly £200m which could be saved from the nation's drug bill every year, he said.

Douglas Davidson asked how much longer Council was going to discuss the Nuffield Report. "We have become obsessed by Nuffield. It has woken us from our lethargy but are we going to do anything about it," he asked. New legislation was needed to create the right environment. Other EEC countries were already planning for 1992, with its goal of European legislation and medicines classification.

One reason for the long period in dealing with Nuffield was that the profession had to be consulted, said Mrs Rawlings. One thing that had come out of that was that the profession was totally behind the need for a pharmacist to be in control of a pharmacy. Council has also rejected the idea of setting up a

free standing law department. An important next step had to be to encourage the training of dispensing technicians and ensuring the right courses are available for staff, she said.

Responding to comments about services to residential homes from Mr R. Thomas (Holyhead), Mrs Rawlings said that such a service should be properly funded, "but there should be some research to show the benefit of it." A proper structure with a definite service commitment was required, she said.

Mervyn Madge (Plymouth) said changes in supervision could put more onus on pharmacy staff, and they would have to be trained to a standard suitable to meet Pharmaceutical Society requirements. "If a technician were to make a serious dispensing error would there be a disciplinary procedure?" he asked. He was making a good case for registering technicians with the Society, said Mrs Rawlings.

Dengar Evans raised the way Council was elected and operated. Mrs Rawlings said a working party composed of the Privy Council members was looking into it. "I have an open mind, although in some ways I would welcome a larger Council," she said. "The burden on members is heavy. Before I became vice president I was spending nine days a month on Council business."

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POSTBAG

Tanna disagrees on supervision

After serving on Council for the past three years, I am ever more aware and concerned about the everyday problems confronted by the grass roots membership. I am, therefore, declaring my intention to stand again as a candidate in the forthcoming Council elections.

Council has decided that the sale of non-GSL medicines should continue to be restricted to pharmacies; that responsibility for them will remain with the pharmacist and that they should not be sold when a pharmacist is absent.

Council also recommends that the sale of non-GSL medicines, with the exception of certain medicines for which guidance would be given by Council, could be made by a member of staff without direct involvement of a pharmacist, provided the Council-approved conditions are met. I truly believe this procedure would remove anomalies which exist under the Medicines Act.

The most contentious issue facing our profession is that of supervision and dispensing of medicines. Council intends to seek to exempt a pharmacist from the need to supervise dispensing and say medicine can be handed out in the absence of a pharmacist from the premises, provided that the prescription has been seen and authorised by a pharmacist at some stage during the dispensing process.

Council further intends to seek a primary legislation over "repeat supplies" of the prescription. Provided the Council-approved conditions outlined in its final response to Nuffield document are met, then the repeat prescription could be given out

without any involvement of a pharmacist. I state unequivocally that I do not agree with the majority decision on the supervision of dispensing.

Council has failed to recognise that one of the most important functions of a pharmacist in the dispensing process is that of ensuring the medicine provided has the maximum benefit. This can only be achieved with the direct involvement of a pharmacist prior to the handing out of the medicine, to ensure that the patient is aware of all pertinent aspects of their medication. The profession, therefore, must not be bounced into making an unwise decision and regretting it later.

Even the White Paper states that the core of the pharmaceutical services is, and will remain, the dispensing of medicine. Anything else is peripheral. If pharmacists desert the basic supply function, then they desert the bedrock of the profession. I believe that a change, as envisaged by the Council, would be playing into the Government's hands by surrendering a control at the very heart of our profession.

The destiny of our profession rests with ourselves. To preserve democracy, your vote is vital in deciding who should lead the profession. If you give your first preference vote in Council election to me, not only would it enable me to continue my fight and pursue the policy which I have been following in the Council, but it would also strengthen the feelings among my colleagues that such a change in the policy is *not* in the interest of our profession, nor the public, and that the membership is not happy with the proposed change.

If re-elected, I shall recognise that you, the member, have put me back on the Council for a further term. Voting for Ashwin Tanna would be a positive vote. We would work together for a better future for our profession.

Ashwin Tanna
London.

Simcare specials clarification

Further to my letter in *Chemist & Druggist* on March 12, I feel it is necessary to reduce any misunderstanding which may have arisen.

I am not advocating the supply of — nor is the Prescription Pricing Authority allowing — reimbursement of disallowed items. All products supplied by us using a catalogue number prefixed by either "WY" or "99" are modified versions of products supplied by Simcare which are listed on the Drug Tariff.

Usage of these modified, but approved products, is at such a low level that it would not be practicable to list all the catalogue numbers, either in our price list, or on the Drug Tariff.

As these are modifications to approved products, reimbursement is at the price of the Drug Tariff listed product. Simcare carries the additional cost of making these special products as a service to the patients who have required these non-standard products for many years.

In summation the essential points to note are:

1. All "WY" and "99" products are modifications of currently approved Drug Tariff listed products.
2. Only special products which are modifications of Simcare approved products, supplied by Simcare, are reimbursable.

If any pharmacist supplies a "WY" or "99" prefixed product (which can only be obtained on special order from Simcare) and has doubts about which standard product has been modified, they should seek advice from the Simcare sales office.

Keith Abbott
Marketing Manager, Simcare.

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 - 2, Quality shopfittings made in our own factory
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 - 4, At realistic prices linked with
 - 5, Attractive finance

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"I only sent you in for my prescription!" "Well, it was so nicely displayed!!!"



MACARTHY PLC

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A guarantee to pay out your PROSPER and PRISM discounts up to
15 months earlier than UniChem does.

A guarantee to make earlier payments under the Uni-Bond scheme.

A guarantee of high levels of service backed by strong marketing support.

A guarantee to abolish UniChem's ever-increasing turnover thresholds, and
to supply all pharmacists, *whatever their purchase levels*.

A guarantee to abolish the customer tie and other trade
practices which at present limit your freedom of choice.

MAJOR FINANCIAL BENEFITS

Over £13 in cash or in Macarthy shares *now* and, on average, a further
£10 in Macarthy shares over the next 3 years for each UniChem share.

This means more than £14,000 in total for a typical UniChem member
with 600 shares.

A major reduction in your working capital through early release of the
Uni-Bond reserve and your PROSPER and PRISM discounts.

Full value for your shares *now* without the threat of your shareholding being
diluted by new members subscribing for shares at a fraction of their true worth.

None of the uncertainties inherent in your Board's current plans.



Note: The value of the proposed offer given above is based on Macarthy's current share price. The total consideration available to each UniChem shareholder would depend on the terms finally agreed for the allocation of the deferred consideration.

The information in this advertisement has been given by J. Henry Schroder Wagg & Co. Limited on behalf of Macarthy PLC. The Directors of Macarthy PLC are the persons responsible for the information contained in this advertisement. To the best of their knowledge and belief (having taken all reasonable care to ensure that such is the case) the information contained in this advertisement is in accordance with the facts. The Directors of Macarthy PLC accept responsibility accordingly.

UKCPA go in for practice

The United Kingdom Clinical Pharmacy Association is proposing to establish a Practice Interest Group in Health Promotion.

The Association believes that an activity which will form the basis of a Practice Interest Group should be a distinct field of pharmacy practice which requires specialised scientific knowledge and pharmaceutical skills, be a pharmaceutical service which specifies and recognises demand, be a field of practice in which a reasonable number of pharmacists are already engaged for much of their time, and have defined educational requirements and particular postgraduate training.

Health promotion is a distinct field of practice that fits these criteria.

Members of the Association will be circulated with a discussion paper on the formation of this health promotion group. It is envisaged that the first meeting of this new group will take place at the residential symposium of the Association to be held in Harrogate, November 25-27.

L.A. Goldberg
Public Relations Officer, UKCPA.

Contract inadequate

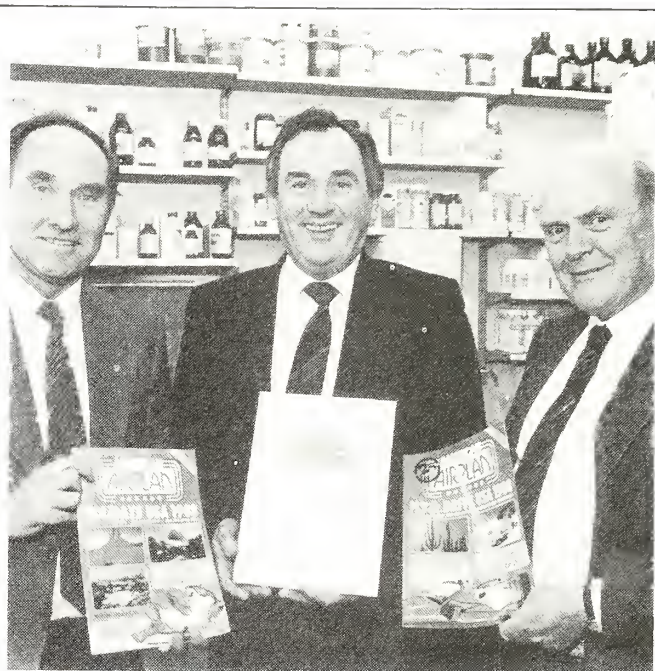
The recent High Court judgement against Mr Kozary highlights the inadequacies of the new contract, and also strengthens the following Nuffield Recommendation:

"There is one element in the new agreement with which we do not agree and that is the decision, as a consequence of abolishing the basic practice allowance, to load the NHS remuneration even more heavily on to the number of prescriptions dispensed. For the reasons we have given we regard that as a retrograde step."

To maintain a comparable living standard community pharmacists now have to rely on an unpredictable piece work system. Until we know the stage two of the contract, most of us find our working pattern is stretched to its limits.

Would all the candidates for the Council election let us know how they would remedy this?

Jayanti Patel
Secretary, British Pharmacists Association.



Making their way to the USA will be two pharmacists from Killingsworth, Newcastle-upon-Tyne, both winners of an all-expenses paid holiday in California in Unichem's Golden Prospects promotion. Brian Goldwater (left) and Jim Anderson (right) receive their tickets to "The Golden State" from Ray Durey, general manager at Unichem's Newcastle branch

EEC urged to adopt baby milk Directive

Over 200 non-governmental organisations from nine countries have written to the vice president of the European Commission, Lord Cockfield, urging the adoption of a strong Directive to control the marketing of baby milks.

The letter urges the adoption of a revised draft Directive to replace voluntary national codes. The Directive was originally produced as a result of pressure from the European Parliament in 1986, to incorporate for Europe the WHO/UNICEF International Code of Marketing of Breast Milk Substitutes.

As the watchdog International Baby Food Action Network explains, the matter has stayed in a limbo of bureaucratic delays. "Health services throughout Europe continue to be flooded with free samples and advertising literature which are all prohibited by the WHO code" says IBFAN.

In their letter to Lord Cockfield, the organisations say that the European Parliament has three times voted overwhelmingly that all the provisions of the WHO Code should be incorporated in any Directive, and they urge amendment of the draft Directive to ensure free supplies of

breastmilk substitutes should be made available only to infants who have to be fed on them; that there should be no advertising or promotion to the public of such products.

Among the UK signatories of the letter are the Consumers' Association, the Health Education Authority, the Royal College of Nursing, the Health Visitors Association, the Association of Breastfeeding Mothers, and the La Leche League.

Foreign labels give away unlicensed imports

Arthritis drugs found in a pharmacy were labelled in Italian and not licensed for sale in Britain, a court was told recently when two importers were fined.

Nationwide Pharmaceuticals and Europapharm, formerly of Arthur Drive, Hoo Farm Industrial Estate, Kidderminster, were fined a total of £3,600 by Kidderminster magistrates for offences against the Medicines Act. The firms were also ordered to pay £100 costs each, but Mrs Roma Hoon, prosecuting for the DHSS, said both were in liquidation and there was little chance of collecting the penalties.

Nationwide admitted importing without a licence and selling drugs not labelled in English. Europapharm admitted unauthorised importation from Holland, failing to comply with

Park Systems to provide AAH order facility

Park Systems, the Liverpool based computer labelling company, will soon be offering their PC users a free order entry facility direct to Vestric and other AAH wholesalers.

The order entry facility will be introduced on April 5 and will enable Park PC users to share the benefits of the sophisticated AAH computer system, say Vestric.

Park Systems will not be charging for the introduction of order entry software. The service has been authorised by AAH providing the user has a valid account with Vestric or one of the other AAH wholesalers participating in the scheme. All Park PC users will be automatically upgraded and Park Systems' program only users will also be offered the AAH input link free.

The Vestric/AAH order entry facility will be included as a standard item in all of Park Systems programs including the new patient medication records programs. Visitors to the Norchem exhibition (April 17-18) will have an opportunity to view the Park/AAH computer link facility in action. Similar facilities were recently made available for Richardson computer users.

labelling requirements and selling tablets labelled in Spanish. The firms were not represented in court and did not contest the allegations.

Mrs Hoon said packets of Feldene were found by an inspector in a pharmacy in Oldbury Road, Rowley Regis. Nationwide claimed they had applied for a licence to deal in the product. In fact it was authorised for sale only in Italy and Greece.

Mr Andrew Apperley, director of Europapharm, admitted to health department investigators that the drugs, Adalat and Vibracina, a Dutch antibiotic, were not licensed. Vibracina originated in Spain and still bore the original Spanish language label.

Europapharm were fined £2,400 and Nationwide £1,200.



MACARTHY PLC

**WHAT DO YOU STAND TO
LOSE BY FILLING IN
THE PINK FORM?**

NOTHING

**FILL IN THE PINK
FORM AND POST IT
TODAY**



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BUSINESS NEWS

Booker invest £4m in health stores

A £4m capital investment programme and development of non-food health products are part of Booker's plan for their Holland & Barrett chain.

The 230 retail stores, while increasing sales returned lower profits this year, though the whole Health Products Division recorded a 25 per cent increase in pre-tax profits to £8.1m. That included growth in Kingswood Chemists and Healthcrafts vitamin and dietary supplements. Booker as a group recorded an 18 per cent increase in pre-tax profits to £64.3m (1986: £54.6m) on unchanged turnover of £1.26 billion.

A review of the Health Products business has led to drastic action. Holland & Barrett's slowdown was blamed on wider competition. The £4m spend will give stores a face-lift and see more concentration on non-food items like vitamins, herbal remedies and a development of their own-label cosmetic range. And this is being backed by a further push for the chain via national Press advertising.

At the same time the Group is establishing a new business: Booker Nutritional Products, which will take in Healthcrafts and the recent acquisition of Nature's Best and Dietary Specialities. And the Brewhurst third party health food wholesale business is being transferred to the food distribution division.

Hazard warning

Training in the recognition of fire hazards will in future be included in the standard loss control training available to retailers throughout the country run by the Association for the Prevention of Theft in Shops.

Macarthy: in the pink?

Macarthy are still not ready to divulge the size of the support so far received from Unichem members via the pink slips. But they say they are "encouraged" by the returns, and in a new mailing to members this week, are seeking a bigger response.

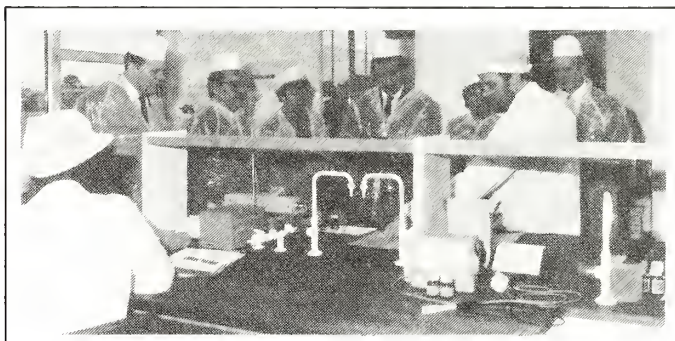
Macarthy are, like AAH, still waiting for the Department of Trade's response to AAH's claim that Unichem are breaching the Prevention of Fraud (Investments) Act. "If the DTI announce their conclusions within the next couple of weeks it would be sensible to see how that goes before announcing anything," Mr Ward told *C&D*. "But I am not going to wait for months."

Chairman of Macarthy's PR Edelman Dale, David Davis says the company are out to gain a significant level of support above the 10 per cent level required to call an EGM to discuss the merger, and are doing it with

confidence. But it could be weeks before that level is announced.

In a new mailing to pharmacists this week Macarthy outline "improvements in trading terms". It includes a guarantee, firstly to pay certain discounts to customers up to 15 months earlier than Unichem does; secondly to bring forward payment of the profit share due under the existing Uni-bond sales incentive scheme, and finally, to provide members with good service, strong marketing support and a supply whatever the level of turnover.

Unichem's chief executive Peter Dodd, however, believes Macarthy still lack the 10 per cent level needed. Commenting on the mailing he said: "It contains nothing new, but is designed to disguise the extent to which the offer has been disregarded. Members are recognising that this bid is inadequate and opportunist."



G.R. Lane Health Products welcome the Mayor of Gloucester and some of their export customers to a tour of their new £1m factory extension. They visited the factory after attending Helfex, and are pictured here with quality control technician Peter Wetton (right)

Granose to move

Granose Foods are moving to a new purpose built factory, warehouse and office block in Newport Pagnell, Bucks.

The factory in the new £1.6m building will enable Granose to produce a number of products which are at present imported from a sister company in Denmark, they say. The company is investing in new machinery

using microchip technology.

The new warehouse and offices will be completed by September and the factory will be in full production two months later, says the company.

Rumours...

The 30-strong Sheffield pharmacy chain W. Jamieson (Chemists) Ltd have denied trade rumours that they are being taken over by AAH. AAH say they have no announcement to make.

Europe: open for business

Ninety per cent of all businesses should know about The Single Market of 1992 by the end of this year.

"Europe Open for Business" is the Government campaign designed to raise awareness among businessmen from its current 23 per cent. Some 130,000 businessmen will receive a booklet, and other information is available on 01-200 1992.

Following commitments made by EC heads of Government in 1985, the Single Market should be completed by December 31, 1992, and should eliminate barriers to free movement of goods by allowing the European Community to work as one market, said Industry Secretary Lord Young.

In the pharmaceuticals sector the EC Commission hopes to:

- extend existing licensing directive rules to cover all medicinal products by 1992;
- require authorities to disclose criteria when setting prices for medicines and to regulate related administration;
- reduce price barriers to trade;
- make medicinal products subject to specific market rules.

The Commission is also considering an alternative to leaving each member state to decide which medicines it markets.

An agreement on common standards and a common body to deal with trade marks and patents are also factors being considered.

Meetings will be hosted by Government Ministers and next month will see the launch of a national television campaign.

"The Single Market presents opportunities for businesses of all sizes," said Lord Young. "They will have the potential of a market with over 320 million consumers."

Pentax has appointed Orion Photographic Services as its first official service agent for the UK. In line with Pentax policy, a six month guarantee for parts and labour is provided, and they will be doing repairs outside this period for dealers and Pentax users.



New outlook for Co-op pharmacies

A new name, logo, product range and colour scheme are part of the North Eastern Co-op pharmacy group's campaign to win business.

Newly named the NEC, the chain is aiming to project a more corporate and upmarket image, and will show the frontage pictured above on all nine pharmacies within the group: a grey and white logo and a red apothecary's bottle. This refit of their Langley Park branch cost over £20,000 and is pictured here with the group's superintendent pharmacist Jim Smith (right) its pharmacist manager Bill Wilson (centre) and the NECC's service trades controller Richard Capell. The aim is to compete more effectively with independent chemists in the district, and follows a similar move in the drug store sector last year when the Group relaunched their drug store chain under the 1st Stop banner.

As part of the latest development a new pharmacy has been built inside the Co-op's Newcastle department store, and work is nearing completion on refitting other outlets in Front Street and Hartlepool. The Sunderland branch is to get new signage and in the Summer the group's biggest outlet will be launched at Cramlington.

"This will be five times bigger

than the existing unit and will sell extended ranges of cosmetics, perfumes, household products, baby requisites, health foods, veterinary lines, pet food and electricals," said Jim Smith. "It will be developed on the site of the current Co-op supermarket."

There are now 16 outlets in the North Eastern Co-op's pharmacy chain which between them have annual sales of just under £4m.

Fit for you

Modisplay Shopfitting has been taken over by C.A.D., who say they hope to strengthen and expand the range of services.

Modisplay, an NPA approved shopfitter, are now one of three subsidiaries under the newly formed C.A.D. plc. They will remain at their original site, from where both services to the chemist and the package available can be developed, say C.A.D.

Beecham build in France

Beecham Pharmaceuticals are to build a new production plant in France, to meet the growing demand for Augmentin and Clamoxyl. The £5m factory is to be built at Plélan, Brittany. With completion in about two years' time, it is expected to employ some 50 people.

COMING EVENTS

Tuesday, March 29

Eastbourne Branch, Pharmaceutical Society
Postgraduate Centre, Eastbourne District Hospital, at 8pm. "Diabetes and the feet" talk by Michael Whiting.

Advance Information

Portable Computing and Data Capture '88. Conference and exhibition on April 19-21, at the Gatwick Hilton. Exhibitors will include Psion, Telxon and Datalogic, and speakers will include Alex Lafone, shipping and distribution manager of Glaxo Operations. Details from Jo Enefer, RMDP Ltd (Tel: 0273 722687).

Article Number Association. Conference: "the article number: opportunity for efficiency", at the Queen Elizabeth II Conference Centre, London, on April 20. Speakers from the Boots Co, and Procter & Gamble. Fees £143.75 (£201.25 for non-members). Details from ANA conference administrator, Countrywide Communications Ltd, Bowater House East, 68, Knightsbridge, London SW1X 7LH. Tel: 01 225 0311.

World Medical Games, and international symposium on sports medicine, to be held June 19-25, at Lyon, France. Open to pharmacists, doctors, dentists, veterinarians, and physiotherapists. Information from Dr David Delvin, 30 Lancaster Gate, London W2 3LP (Tel: 01-402 4200).

British Association for the Advancement of Science. "Science in business and industry", an exhibition at the Examination Room, Oxford University, September 5-9. Details from Martin Williams, Mack-Brook Exhibitions Ltd. Tel: 07072 75544.

Past history

The British Society for the History of Pharmacy are holding their conference in the Stakis Paragon Hotel, Hull from April 22-24. Topics include Hull's industrial history and the cod liver oil industry.

The Association annual meeting will be held on April 24. The cost is £15 per day non-residential, or £65/£72 including accommodation for the weekend. Applications must be made by April 15, to Dr Howden, secretary, BSHP, 36 York Place, Edinburgh EH1 3HU. Tel: 031 556 4386.

Selling in Sussex

"Marketing and Selling" is the title of a course in the management development to be held at Brighton Polytechnic from September 18-23.

The aim is to promote increased profitability in community pharmacy. Topics include: buying habits; selling methods; advertising; promotions, and margins and returns.

Fee will be £325 (including accommodation) and the closing date for applications is July 15. Further details from Peter Mumford, Department of Service Sector Management, Brighton Polytechnic, 49 Darley Road, Eastbourne, East Sussex BN20.

On the nail

Mavala have introduced training sessions for retailers and their assistants.

Free, hour long sessions are being held by the company around the country detailing their products, recommendation of treatments, usage and correct manicure techniques.

Golfing dates

Dates of the Numark/Rennie golf tournament regional finals are as follows: Ponteland, May 26; Alwoodley, June 1; Knock, June 30; Beau Desert, August 4; Finchley, August 30, as well as Ponteland and Prestwick (C&D March 19). Details can be obtained from Phil Duckworth at Numark Central Office.

Bonus Day 88

CBS Wholesale will be holding their Bonus Day '88 on April 10, where manufacturers will be offering special one day prices, free gifts, bonuses and point of sale material to pharmacists. CBS Wholesale. Tel: 01 801 6444.

CLASSIFIED

Post to Classified Advertisements, Chemist & Druggist,
Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.
Telephone Tonbridge (0732) 364422. Telex 95132.

Ring Andrew Howes Ext 216 for further information

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ABOUT PEOPLE

NPA take on new training assistant

Andrew Peat is the newest recruit to the National Pharmaceutical Association's training department, where he will act as assistant to training officer Ailsa Benson.

Sixteen years as training officer with Fine Fare has given him many examples of the importance of training. He will be presenting courses for assistants on selling and merchandising and will be organising other courses for managers, as he did for the large multiple. "The techniques," he says, "are exactly the same. It's the



products that are different."

Mr Peat decided on training as a career after being impressed at the difference training made to him when he was a trainee manager with Express Dairy. When the opportunity arose he moved from his post as district shop manager into training. This was at a challenging time just before decimalisation, but he hasn't regretted his decision.

APPOINTMENTS

Glaxo Pharmaceuticals: W.I. Glynn-Williams (previously commercial director) has been named deputy managing director, Dr Alistair Stokes is the new managing director of Glaxo Laboratories, succeeding Ron Nightingale, who will be managing director of Glaxo South Africa; Ann Hacker and Harvey Burniston, general managers of Allen & Hanburys and Duncan Flockhart respectively, have been appointed to the Glaxo Pharmaceuticals Board; Richard Sperber, previously with Ayerst, will succeed Dr Stokes as director of business development and strategic planning.

R.P. Scherer Ltd: Dr David Drinkwater moves from the position of export sales manager to European regional director for commercial development at Scherer Corporation. He will continue to be based in Swindon. Roy Collins, who previously held that post, moves to the company's corporate headquarters in the US where he becomes director of corporate marketing services. And Peter Virley joins the company from Wyeth and is appointed director of marketing for new drug delivery systems.

Amersham International: Edward Gallagher is appointed Divisional chief executive covering the company's research products business and Western European territories. T. Stephen Thompson adds responsibility for the clinical reagents business to that for North America in his new Divisional chief executive role. Alistair Hamilton takes responsibility for the industrial and pharmaceuticals businesses and the company's Japanese interests. Dr John Maynard now covers UK and export markets and new business.

Agfa Gevaert Ltd: Agfa's professional/photofinishing division has appointed two new representatives for the northern territories. Covering the North of England, Scotland and N. Ireland, as a photofinishing specialist/representative is William Crawford. And Jim McSheffrey is responsible for North East England, Scotland and N. Ireland.

Smith & Nephew: Chris O'Donnell is appointed managing director of the Healthcare Division and Nicholas Hildyard financial director of the European Division.

Sloan fellow from Kodak

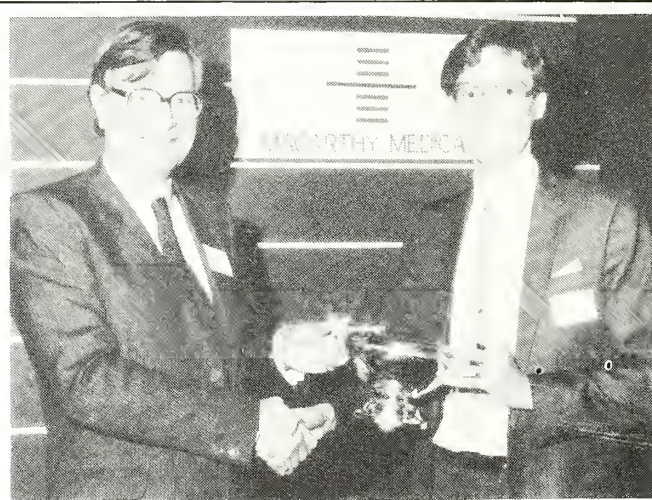
Peter Fitzgerald, manager of Kodak's consumer products division, has been awarded an Alfred P. Sloan fellowship at the Sloan School of Management, Massachusetts Institute of Technology.

Each year the Institute selects approximately 55 mid-career executives from company

nominations. Kodak's US parent Eastman Kodak has been participating in the scheme since it started in 1937. During that time 38 Kodak employees have been selected including a number of the company's current top management, but this is the first time that a nominee has been selected from outside the US.



Enjoying a Wellcome break at Gleneagles recently were Dilip Maroo and his wife (left) from North London, and David Tanner and his "better half" from Docherty Chemists, Hamilton, Glasgow. Along with a dozen other couples they were treated to a luxury weekend as winners of a competition run by Wellcome



Peter Hawkins receives the 1987 sales representative of the year trophy for Macarthy Medical from the Group's chairman Nicholas Ward (left). Mr Hawkins, who has worked with Macarthy for six years, received the award at the annual sales conference in January

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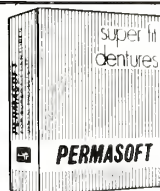
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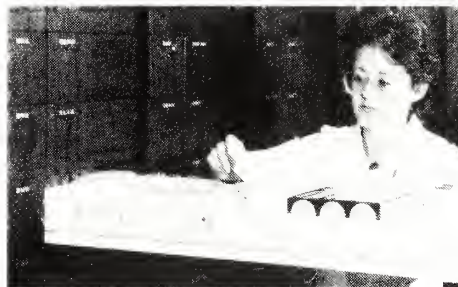
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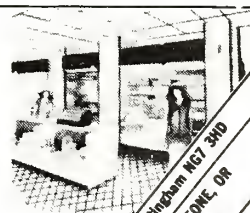
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